UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

DEC 12 2018

Daniel McGrath
American Oversight
1030 15th St NW,
Washington, DC 20005

Re: FOIA-2019-00195
All records in re Matthew Whitaker
and World Patent Marketing

Dear Mr. McGrath:

This is in response to your request dated November 14, 2018, under the Freedom of Information Act seeking access to:

1. All email communications between FTC and Matthew G. Whitaker, or any lawyer or representative of Mr. Whitaker, from January 1, 2014, to May 9, 2018.

2. All transcripts and summaries of depositions or interviews of Mr. Whitaker, World Patent Marketing Inc. founder Scott Cooper, or any other employee or representative of World Patent Marketing or Desa Industries, Inc.

3. All records relating or referring to Mr. Whitaker's actions or role in associating with, advising, working for, or taking actions on behalf of World Patent Marketing Inc. or Desa Industries Inc., including records related to Mr. Whitaker's threats of legal action against critics, receipt of compensation, receipt of campaign contributions, or formation of a political action committee of fundraising entity.

4. All records produced or deemed responsive to the November 14, 2018 letter from Representatives Cummings, Nadler, Pallone, and Schiff to FTC Chairman Simons.5

5. All records reflecting FTC communications (including emails, email attachments, text messages, messages on messaging applications, calendar entries or invitations, and notes or summaries of meetings) concerning FTC's response to the November 14, 2018 letter from Representatives Cummings, Nadler, Pallone, and Schiff to FTC Chairman Simons.

In accordance with the FOIA and agency policy, we have searched our records on November 16, 2018. Please note that this is our first response to your request. We continue to search our records for any other possible responsive records and will send additional documents at a later date if such records exist.

We have located approximately 332 pages of responsive records. I am granting partial access to the accessible records. Portions of these pages fall within one or more of the exemptions to the FOIA's disclosure requirements, as explained below.

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Some responsive records contain staff analyses, opinions, and recommendations. Those portions are deliberative and pre-decisional and are an integral part of the agency's decision making process. They are exempt from the FOIA's disclosure requirements by FOIA Exemption 5, 5 U.S.C. § 552(b)(5). *See NLRB v. Sears, Roebuck & Co.*, 421 U.S. 132 (1975). Additionally, some records contain information prepared by an attorney in contemplation of litigation which is exempt under the attorney work-product privilege. *See Hickman v. Taylor*, 329 U.S. 495, 509-10 (1947).

Some information is exempt from disclosure under FOIA Exemption 7(E), 5 U.S.C. § 552(b)(7)(E). Exemption 7(E) protects information that would disclose techniques and procedures for law enforcement investigations or prosecutions, or would disclose guidelines for law enforcement investigations or prosecutions if such disclosure could reasonably be expected to risk circumvention of the law. *See Foster v. DOJ*, 933 F. Supp. 687(E.D. Mich. 1996).

We have located approximately 612 responsive complaints that consumers have sent to the Federal Trade Commission (FTC). You should know that the enclosed complaints have not necessarily been verified by the FTC. Therefore, you should make your own judgment about relying on the information provided. We have also located 2 audio files. I am denying access to consumers' names, addresses, phone numbers, and any other identifying information found in the complaints and audio files. This information is exempt from release under FOIA Exemption 6, 5 U.S.C. § 552(b)(6), because individuals' right to privacy outweighs the general public's interest in seeing personal identifying information. *See The Lakin Law Firm v. FTC*, 352 F.3d 1122 (7th Cir. 2003).

If you are not satisfied with this response to your request, you may appeal by writing to Freedom of Information Act Appeal, Office of the General Counsel, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580, or via email at FOIAAppeal@ftc.gov, within 90 days of the date of this letter. Please enclose a copy of your original request and a copy of this response.

You also may seek dispute resolution services from the FTC FOIA Public Liaison Richard Gold via telephone at 202-326-3355 or via e-mail at rgold@ftc.gov; or from the Office of Government Information Services via email at ogis@nara.gov, via fax at 202-741-5769, or via mail at Office of Government Information Services (OGIS), National Archives and Records Administration, 8601 Adelphi Road, College Park, MD 20740.

If you have any questions about the way we handled your request or about the FOIA regulations or procedures, please contact Kamay Lafalaise at 202-326-3780.

Sincerely,

/s/
Dione J. Stearns
Assistant General Counsel

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CREIZMAN LLC

565 Fifth Avenue 7th Floor
New York, New York 10017
tel: (212) 972-0200
fax: (646) 200-5022
ecreiz@creizmanllc.com
www.creizmanllc.com

By Express Mail and
Email (without enclosures)

March 24, 2016

Howie Reitz, Esq.
Staff Attorney
Mail Stop OED
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, Virginia 22313-1450

Re: File No. (b)(6) Request for Information and Evidence Under 37 C.F.R. § 11.22(f)

Dear Mr. Reitz:

I represent (b)(6) in the above-referenced matter. I submit this letter in response to your letter dated February 9, 2016 seeking a response to an inquiry by the Office of Enrollment and Discipline ("OED") into a complaint by (b)(6) in connection with an application of a patent on her behalf by (b)(6)

This response is organized into four sections: Section I addresses background information concerning (b)(6) and her relationship with World Patent Marketing. Section II addresses the circumstances concerning (b)(6) involvement in U.S. Patent (b)(6) (b)(6). Section III addresses the specific Rules of Professional Conduct under consideration by the OED as set forth in your letter. Section IV contains an analysis of factors concerning potential sanctions, if any, that the OED might consider appropriate in this case.

I. Factual Background

A. (b)(6)

(b)(6) years old. (b)(6)
(b)(6)

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Prior to practicing as a patent agent, (b)(6) served as an (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) was registered as a patent agent licensed to practice before the USPTO on (b)(6) She was employed by (b)(6) (b)(6) In 2014 (b)(6) Beginning in (b)(6) (b)(6) she entered into an arrangement with World Patent Marketing to provide patent filing services to customers the company referred to her.

B. World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is composed of eight operating divisions: (i) invention research; (ii) patent assistance; (iii) invention prototyping; (iv) invention manufacturing; (v) retail; (vi) website and mobile applications development; (vii) social media marketing; and (viii) capital ventures.

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing. He personally oversees and manages the manufacturing and engineering divisions of the company. Mr. Cooper is neither an attorney nor a patent agent, and he does not represent himself as such to any of World Patent Marketing's customers (and never has). His communication with clients is generally limited to matters involving engineering, manufacturing and licensing of products. World Patent Marketing is not a patent practitioner firm and does not hold itself out to the public or its customers as a patent practitioner firm.

World Patent Marketing's Advisory Board includes: (i) Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; (iii) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counter-terrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew G. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

C. (b)(6) Relationship with World Patent Marketing

As set forth in the first paragraph of page 1 of the Patent Protection and Publicity Commitment Agreement (the "WPM Patent Protection Agreement") bates stamped (b)(6) of

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the grievance materials enclosed with your letter, World Patent Marketing refers its customers to independent patent practitioners for all patent work. Per the WPM Patent Protection Agreement, the costs of a particular plan identified in Exhibit A includes the costs of payment to patent practitioner. Most significantly, and although not sufficiently delineated in the Patent Protection Agreement provided to (b)(6) the updated WPM Patent Protection Agreement makes clear that the fee a customer pays WPM includes services that are non-legal in nature and have nothing to do with the patent application process. For example, the Protection Agreement includes: (i) attendance at trade shows; (ii) preparation of a marketing video; (iii) drafting of a press release; (iv) a personal product webpage; (v) blog articles; (vi) PowerPoint presentations; and (vii) a marketing portfolio.

Under the arrangement in which (b)(6) entered with World Patent Marketing in November 2014, she would be paid (b)(6) (b)(6) (b)(6) request, World Patent Marketing agreed to (b)(6) Nevertheless, it was also agreed that (b)(6) (b)(6) Thus, although (b)(6) was technically a World Patent Marketing employee, she functioned as an independent contractor, and as set forth below, maintained her professional independence. In addition, as set forth below, both (b)(6) and World Patent Marketing have remedied these structural deficiencies. (b)(6) now (b)(6) (b)(6) Furthermore, World Patent Marketing does not, and never has, employed any other patent practitioners. (b)(6) understands that World Patent Marketing has arrangements with other independent patent practitioners to whom it refers patent application matters.

Under (b)(6) prior arrangement with World Patent Marketing, the company provided her with independent contractors to assist her (b)(6) (b)(6) (b)(6) Many of those independent contractors used a World Patent Marketing email address, but worked for other companies. The email address was provided to facilitate seamless communication between the customer (b)(6) and others involved in the legal services provided by (b)(6) and the non-legal services provided by World Patent Marketing.

None of World Patent Marketing's relationships with other independent patent practitioners are on a W-2 basis, and going forward, her relationship with World Patent Marketing will no longer be on a W-2 basis.

In connection with your specific questions on pages 3-4 not otherwise answered above:

Question 2) What is the (b)(6) *relationship with WPM?*

The answer is that there is no relationship between the (b)(6) and World Patent Marketing. As of the date of your February 9, 2016 letter, (b)(6) (b)(6)

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World Patent Marketing under World Patent Marketing's customer number. (b)(6) (b)(6)

Question 5) For each of 2014 and 2015, how many patent-application referrals did WPM make to you or your firm?

Since 2014, (b)(6) by World Patent Marketing.

Question 6) Who is responsible for controlling the collection of invention information for cases that WPM refers to you?

(b)(6)

Question 7) For WPM-referred matters, who is responsible for making filing decisions?

(b)(6)

Question 8) Please identify all other patent professionals affiliated with WPM.

(b)(6) does not know the other patent professionals affiliated with WPM.

Question 10) Please list all WPM employees or officers with whom you have had contact.

(b)(6) has had contact with Scott Cooper, the President of World Patent Marketing and Christie Hoffman, its Customer Service Coordinator.

Question 11) Please list all WPM employees or officers who are attorneys, paralegals or patent agents.

World Patent Marketing does not employ attorneys, patent agents, or paralegals.

Question 12) Please give the names of all WPM employees or affiliated persons whom you supervise.

For World Patent Marketing matters referred to (b)(6) she supervised independent contractors hired by World Patent Marketing who were made available to her as "legal liaisons." In the (b)(6) matter, the legal liaisons she supervised were (b)(6) (b)(6)

Question 13) Please give the name of your supervisors.

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(b)(6) did not have any supervisors at World Patent Marketing. She had sole control and decision-making authority with respect to the filing of patent applications on behalf of clients.

Questions 14-23)

(b)(6) has working relationships with the World Patent Marketing officers, employees, and independent contractors as identified above. She does not have any working relationships with the other individuals mentioned.

II. (b)(6) **Applications**

In early 2015, World Patent Marketing referred a potential patent application matter to (b)(6)

As an aside, it is not typical for Mr. Cooper to be directly engaged with World Patent Marketing customers, as he was in this case. (b)(6) involved Mr. Cooper in these (b)(6)

(b)(6)

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patent nor a PCT patent were appropriate. According to (b)(6) which was sent to (b)((b)(6)

I do understand the difference between Design and Utility patents. The chance to get the Utility patent for this application is (b)(6) (b)(6) Statute 35 US Code, Section 103. Design Application is cheaper, easy to file and gives a better chance to get a patent for (b)(6) application. She wants to apply for a (b)(6) – we can do it. I had my responsibility to inform her about potential negative outcome of the application as a Utility application and also inform her if she has other options. If she still wants to try – we can do what she wants but I cannot improve her application and guarantee to her any positive outcome. She has practically nothing to claim as a Utility patent. But she sure can if she wants.

(b)(6)

In April 2015, (b)(6) advised the client, through legal liaisons and Mr. Cooper, of the changes that needed to be made to improve the chances of a successful application, and worked on preparing the draft applications. [Exhibits I-O]. (b)(6) (b)(6) (b)(6) (b)(6) and Scott Cooper informing them that the application was not properly filed and there was an underpayment. (b)(6) addressed and corrected the filing error. (b)(6) (b)(6)

(b)(6)

Approximately a month later, (b)(6) received your letter.

In connection with your specific questions on pages 4-5 not otherwise answered above:

Question 24) Have you spoken or otherwise corresponded with the grievant, (b)(6)

Other than as described above and in the attached exhibits, (b)(6) has not communicated with (b)(6)

Question 32) Please fully explain whether you knew the amount (b)(6) *paid WPM for your services.*

(b)(6) was unaware of the precise amounts (b)(6) paid for the patent protection services offered by World Patent Marketing.

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Question 33) Please fully explain whether you informed (b)(6) *your business and financial relationship with WPM.*

(b)(6) did not inform (b)(6) of her business and financial relationship with World Patent Marketing. However, it is clear from (b)(6) own file that she understood (b)(6) (b)(6) to have been the patent agent who filed the Applications, that she understood (b)(6) (b)(6) and that she understood Scott Cooper was not a lawyer or acting in the capacity of a lawyer or patent agent.

Question 34) Please fully explain whether you obtained (b)(6) *consent to have your professional judgment subject to the direction of WPM.*

(b)(6)

Question 35) Did you explain to (b)(6) *that you would ask WPM how her application should be handled?*

(b)(6)

Question 36) Why did you, on March 25, 2015, send (b)(6) an email asking him to ask "Scott" what to do with (b)(6) application?

As explained above, (b)(6) through her legal liaisons, and through Mr. Cooper, that she thought (b)(6) idea was not to be approved by the USPTO as a utility patent. Mr. Cooper had been working with (b)(6) on improvements to her proposed product for licensing and manufacturing purposes, and (b)(6) wanted to know how (b)(6) (b)(6) wished to proceed with respect to the patent application.

Question 37) How did you, or anyone else, explain to (b)(6) her inventorship obligations, such as the duty of disclosure under Rule 56?

As explained above, (b)(6) explained to (b)(6) the specific ways in which the product idea needed to be improved in order to obtain the patents she sought. She warned (b)(6) of the probability of success throughout and attempted to give (b)(6) the best advice possible in order to improve her chances of success.

The above responses were intended to address each of the questions set forth in the inquiry letter, and, therefore, no answer was intended to be admitted that wasn't explicitly included in this response. To the extent that the OED believes that any answer is incomplete or

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if the OED requires additional information, we are happy to provide the information upon request and address any concerns.

III. Rules of Professional Conduct Under Consideration

Below we briefly address the Rules of Professional Conduct under consideration in the OED's inquiry of (b)(6)

- **37 C.F.R. § 11.101 (Competence)**

In this case, (b)(6) provided competent representation in connection with the application for (b)(6) patent. She advised (b)(6) of the weaknesses in her original idea, proposed solutions, reviewed the improvements (b)(6) had made on the original idea, and advised (b)(6) of the type of patent she believed (b)(6) had the best chance of success of obtaining. Furthermore, the patent applications were prepared with the technical knowledge, skill, thoroughness, and preparation reasonably designed to obtain possible acceptance.

- **37 § 11.102(a) (Requirement to consult with client as to the means by which the client's objectives are to be pursued)**

In this case, as the evidentiary materials demonstrate, (b)(6) chief concern was preparing an application that gave (b)(6) the greatest chance of success of obtaining a patent for her idea. She ensured that her advice and views were communicated to (b)(6) and, ultimately, abided by (b)(6) final decision.

- **37 CF.R. § 11.103 (Diligence)**

In this case, (b)(6) acted with reasonable diligence and promptness in representing (b)(6) The only delays in applying for the patent resulted from her waiting for (b)(6) to submit improvements to her proposed product so that it increased the chance of a successful application. Furthermore, as soon as (b)(6) was made aware that there was an underpayment of the fees for the application, corrected that error and paid the necessary fees.

- **37 C.F.R. § 11.104 (Communication with Client)**

Concededly, (b)(6) communication with the client was insufficient. She recognizes that she should have consulted more closely and directly with the client. Moreover, she should have responded to (b)(6) communications in December. At the same time, (b)((b)(6) understood that (b)(6) had been an unusually hostile and erratic customer of World Patent Marketing, and the tone she used in her communications to (b)(6) appeared hostile.

In the future, (b)(6) will ensure that she consults with all clients and keeps them informed in connection with Section 11.104.

- **37 C.F.R. § 11.105 (Reasonableness of fees and division with other firms)**

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The issue in this case appears to be more of one involving lack of disclosure rather than whether the fees were inherently reasonable or not. (b)(6) now provides disclosure to clients of a sliding scale of flat fees based on the amount and difficulty of work and the frequency of necessary communications with the client.

- **37 C.F.R. § 11.106 (Confidentiality of information)**

In this case, (b)(6) did not reveal any information to anyone relating to the representation of (b)(6) did not consent to based on the explicit terms of the WPM Patent Protection Agreement.

- **37 C.F.R. § 11.107 (Conflict of interest with current client)**

Concededly, (b)(6) should have disclosed her financial arrangement with World Patent Marketing. Full disclosure is now provided to all clients. The failure to make such disclosure did not interfere, however, with (b)(6) professional judgment.

- **37 C.F.R. § 11.116(a) (Requirement to withdraw from representation)**

(b)(6) shortcomings with respect to adhering to the Rules of Professional Conduct are addressed in this memorandum. She is committed to adhering closely to the Rules of Professional Conduct in all future representations and in handling actions on all applications she previously has submitted.

- **37 C.F.R. § 11.201 (Duty of independence and candor)**

Notwithstanding the structural deficiencies in the arrangement between (b)(6) and World Patent Marketing—which both (b)(6) and World Patent Marketing have remedied—the evidence demonstrates that acted with professional independence and candor.

- **37 C.F.R. § 11.503 (Non-practitioner assistance)**

(b)(6) can be faulted for relying too heavily on non-practitioner legal liaisons—which she will remedy in the future—but, in the context of this case, it does not appear that the client was in any way harmed or misinformed as a result.

- **37 C.F.R. §§ 11.504 (Professional independence) and 11.505 (Unauthorized practice of law)**

Notwithstanding the structural deficiencies in the arrangement between (b)(6) and World Patent Marketing (paying (b)(6) —which both (b)((b)(6) and World Patent Marketing have remedied—(b)(6) had professional independence with respect to all decision-making with respect the filing of patent applications and related work. World Patent Marketing did not practice law, was not engaged in the practice of law, did not hold itself to be engaged in the practice of law, and nothing in the record supports

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(b)(6) claim that she believed Mr. Cooper or anyone else at World Patent Marketing was her attorney. To the contrary, the record demonstrates precisely the opposite.

IV. Potential Sanctions

(b)(6) when she began to handle referrals from World Patent Marketing. She was not sufficiently careful or informed about the USPTO Rules of Professional Conduct and mistakenly believed that she could enter into an (b)(6) with a non-practitioner firm in handling cases referred to her. (b)(6) (b)(6) She has aspirations of becoming a member of the (b)(6) She is mortified that her conduct may result in any suspension of her license to practice before the USPTO.

For its part, World Patent Marketing was unaware of the strictures of the USPTO Rules of Professional Conduct and would never have entered into such an arrangement with (b)((b)(6) arrangement would have violated even the spirit of the Rules. It is in the process of revising and revamping its WPM Patent Protection Agreement so that disclosures to customers are made clearer. Furthermore, it is determined to ensure that in the future, there will not even be the appearance of a conflict between World Patent Marketing and any of the patent practitioners it refers business to.

Before sanctioning a practitioner such as (b)(6) the OED must consider the following four factors:

(1) whether the practitioner has violated a duty owed to a client, to the public, to the legal system, or to the profession;

(2) whether the practitioner acted intentionally, knowingly, or negligently;

(3) the amount of the actual or potential injury caused by the practitioner's misconduct; and

(4) the existence of any aggravating or mitigating factors.

See 37 C.F.R. § 11.54(b).

A. (b)(6) performance of her duties to the client, the public and the patent bar.

(b)(6) fell short in certain duties to her client: (i) she did not communicate sufficiently often enough and directly with the client when she needed to; (ii) she did not respond to certain inquiries by the client; and (iii) she did not sufficiently disclose her financial arrangement with World Patent Marketing. At the same time, (b)(6) was diligent and performed her duties competently. She also ensured that the client obtained her evaluation of the client's initial invention idea. (b)(6) further made suggestions as to how to change the product to increase the chances of obtaining a successful determination on her patent application. (b)(6) also maintained her professional independence and did not unduly benefit

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financially. There is no evidence whatsoever she was motivated in any significant way by profit or that anything other than the client's best interests were her principal motivation.

B. (b)(6) acted negligently.

There is no evidence that (b)(6) acted with any malicious intent in this case or with the principal purpose of obtaining personal financial benefit. Instead, the evidence demonstrates that she acted at most negligently in violating the Rules of Professional Conduct. (b)(6) was not a licensed patent agent for (b)(6) before she entered into the misguided structural arrangement with World Patent Marketing. (b)(6) did not intentionally or knowingly performed any act that was contrary to (b)(6) best interests. Nor did she intentionally or knowingly omit to disclose any material information to (b)(6)

C. (b)(6) conduct did not cause any actual or potential injury.

The record demonstrates that (b)(6) provided clear advice to (b)(6) about the deficiencies in (b)(6) original invention idea, provided suggestions on how to improve her chances of obtaining a successful patent, and warned her of the risks associated with the applications (b)(6) insisted on pursuing. No injury was caused by (b)(6) conduct. In addition, (b)(6) reviewed a draft of (b)(6) application and approved it. A patent application that satisfies reasonable standards of professional competence was filed on (b)(6) behalf.

(b)(6) grievance appears to stem from her dissatisfaction with World Patent Marketing's decision not to license and manufacture her product. But that decision was based on (b)(6) failure to provide a prototype that matched her description of the product. Throughout her relationship with World Patent Marketing, (b)(6) issued threats, filed frivolous complaints with consumer organizations, and then filed a grievance with the USPTO. (b)(6) apparently believes that she is entitled to obtain a favorable decision on her patent application when she was never promised one in the first place. Neither (b)(6) nor World Patent Marketing are responsible for (b)(6) misguided positions in this regard.

D. Substantial mitigating factors exist in this case.

The USPTO often looks to the American Bar Association's Standards for Imposing Lawyer Sanctions when determining whether aggravating or mitigating factors exist. *See In re Myers*, No. D2015-33, at 9. Here, the mitigating factors are substantial. Indeed, (b)(6) has no prior disciplinary record. *See* ABA Standards §9.32(a). Indeed, not only does (b)(6) (b)(6) not have any disciplinary record before the USPTO, she has a lengthy, exemplary record prior to practicing before the USPTO, including her work as a (b)(6) Furthermore, the evidence does not reveal even the slightest hint of any dishonest or selfish motive on the part of (b)(6). *Id.* § 9.32(b). In addition, (b)(6) —and World Patent Marketing— has made a timely good faith effort to rectify the consequences of her misconduct and she has committed to proper representation going forward in accordance with the Rules. *Id.* § 9.32(d). As evidenced by this submission, and by counsel's willingness to continue to cooperate in this inquiry, (b)(6) has engaged in full and candid disclosure to the OED. *Id.* § 9.32(e).

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(b)(6) is also extremely remorseful for her conduct. *Id.* § 9.32(l). She is determined to become a member of the (b)(6) and is horrified by the prospect that everything she has worked for in furtherance of entering the legal profession is now in jeopardy. Thus, she has taken all measures available to her, and is prepared to do what the OED deems appropriate, in order to preserve her chances of continuing to practice as a patent agent and hopefully as an attorney in the future. (b)(6) character is demonstrated by her long experience in pursuing (b)(6)
(b)(6)
(b)(6) And yet she has never given up on pursuing her career goals. She has no criminal or disciplinary record in any aspect of her life. Her biography demonstrates her solid character. This is a significant mitigating factor in consideration of potential sanctions in this case. *Id.* § 9.32(g).

Finally, (b)(6) was an inexperienced patent agent when she entered into her arrangement with World Patent Marketing and while not an excuse for her noncompliance with the Rules, it is a mitigating factor to consider in imposing any sanctions. *Id.* § 9.32(f). (b)(6) (b)(6) has already made substantial changes to remedy her earlier violations and will be careful never to reoffend in the future. Given (b)(6) long, established record of compliance with the law, her distinguished career, her innately good character, her desire to succeed in the area of patent practice, and her demonstrated remorse and commitment to future compliance, the OED should not be concerned about the possibility of recidivism in this case.

E. Admonition is a proper sanction in this context, with a period of probation.

As set forth in the ABA standards, admonition is a "private reprimand" which "declares the conduct" of the practitioner "improper," but does not limit the practitioner's right to practice. *See* ABA Standards § 2.6. Such a sanction is appropriate in this case because (b)(6) conduct was negligent and caused "little or no actual or potential injury to a client." *Id.* §§ 4.14, 4.34, 4.64.

In addition to admonition, the OED should impose a period of probation to monitor (b)((b)(6) compliance with the Rules. As a condition of Probation, the OED should require (b)(6) take continuing legal education courses in the Rules of Professional Conduct and other, related ethical obligations as a patent practitioner.

Respectfully submitted,

Eric Creizman

Enclosures

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2017 SCRIPT 1

Hello **CUSTOMER**

My name is **[NAME]** with World Patent Marketing, how are you today?

[PAUSE]

You made a recent inquiry on our website about an idea or invention you were working on, is that correct?

[PAUSE]

How long have you had this idea for?

[PAUSE]

Is this the first time you're looking into developing & patenting your own product?

[PAUSE]

Are you looking to get your idea out on the market?

[PAUSE]

OK great! Let me explain a little bit about World Patent Marketing - who we are and how we are unique:

- All over the world, we are known as the Invention Powerhouse and I'll tell you why – we have developed a proprietary step by step process utilizing cutting edge technology that can take YOUR idea to the marketplace.

- We do everything in house. We can take your idea from a sketch on a napkin, give you invention intelligence, help you protect it with a patent, design a product, build a prototype, manufacture overseas, market it online and put it on TV and in the stores.

- We are A+ Rated with the BBB and we have thousands of five star reviews online.

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- Our CEO has an incredible advisory board. It includes:

  a) Ambassador Dell Dailey who ran counter terrorism at the US State Department;
  b) Former US Attorney Matt Whitaker who was appointed by President George Bush;
  c) Brian Mast who just won the Republican primary in Florida;
  d) Dr. Aileen Marty who sits on President Obama's advisory council;
  e) We even have famous Physics Professor named Ronald Mallett that is working on time travel and is on television all the time.

I'll send you a link right now to your email address

Email them while you are on the phone https://worldpatentmarketing.com/invention-team

IF THEY HAVE QUESTIONS, EXPLAIN THAT WE CAN'T DISCUSS THEIR IDEA UNTIL THEY COMPLETE A CONFIDENTIALIY AGREEMENT.

The first step is to complete a confidentiality agreement on our web site and submit your idea. This protects you and protects your idea. Everything is 100% confidential and you'll always be the owner of your idea and the evaluation is completely FREE.

[PAUSE]

Once we receive the information, I will give you to review the details just to make sure I have a clear understanding.

Can you have access to the internet right now? [PAUSE]

[if customer says yes]

I would like you to go our website **worldpatentmarketing.com,** click on SUBMIT IDEA on the top menu of the page. I will hold on while you complete the form.

[if customer says no]

When will you have access to the internet?

GET A COMMITMENT – YOUR TIME IS VALUABLE

I need to know so I can set aside some time to review the idea with you. I'll send you an email and you can submit it directly at worldpatentmarketing.com and click on SUBMIT IDEA on the top menu of the page.

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ADVISORY BOARD AGREEMENT

THIS ADVISORY BOARD AGREEMENT is made effective as of October 15, 2014 (the "Effective Date") by and between Desa Industries, Inc., a Delaware Corporation and Matthew Whitaker (the "Advisor").

RECITALS

A. Company desires to obtain the services of Advisor to serve on the Company's Board of Advisors (the "AB"), and the Advisor desires to serve on the AB, upon the following terms and conditions.

B. Company has spent significant time, effort, and money to develop certain Proprietary Information (as defined below), which Company considers vital to its business and goodwill.

C. The Proprietary Information may necessarily be communicated to or received by Advisor in the course of serving on the AB for the Company, and Company desires to obtain the Services of Advisor, only if, in doing so, it can protect its Proprietary Information and goodwill.

D. Company does not, however, desire to receive from Advisor, or for Advisor to either induce the use of or use in connection with the performance of the Services, any information which is confidential to or ownership of which resides in a third party, whether acquired either prior to or subsequent to Advisor's retention hereunder.

AGREEMENT

NOW, THEREFORE, the parties hereto hereby agree as follows:

1. **Advisory Board Member.** Company hereby retains Advisor to serve on its Advisory Board. . The term of this Agreement (the "Term") shall be the period commencing on the Effective Date and terminating upon three (3) days prior written notice delivered by either party to the other for any reason. Upon any termination of the Services as provided in the preceding sentence, this Agreement shall terminate except that the provisions set forth in Sections 2.b, 4 and 6 of this Agreement shall survive such termination.

2. **Position, Duties, Responsibilities.**

a. Duties. Advisor shall perform those services ("Services") as reasonably requested by the Company from time to time, including but not limited to the Services described on Exhibit A attached hereto. Advisor shall devote Advisor's commercially reasonable efforts and attention to the performance of the Services for the Company on a timely basis. Advisor shall also make himself available to answer questions, provide advice and provide Services to the Company upon reasonable request and notice from the Company.

b. Independent Contractor; No Conflict. It is understood and agreed, and it is the intention of the parties hereto, that Advisor is an independent contractor, and not the employee, agent, joint venturer, or partner of Company for any purposes whatsoever. Advisor is skilled in providing the Services,. To the extent necessary, Advisor shall be solely responsible for any and all taxes related to the receipt of any compensation under this Agreement. Advisor hereby represents, warrants and covenants that Advisor has the right, power and authority to enter into this Agreement and that neither the execution nor delivery of this Agreement, nor the performance of the Services by Advisor will conflict with or result in a breach of the terms, conditions or provisions of, or constitute a default under, any contract, covenant or instrument under which Advisor is now or hereinafter becomes obligated.

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3. **Compensation, Benefits, Expenses.**

a. **Compensation.** As full and complete consideration of the Services to be rendered hereunder, the Company shall pay Advisor the Compensation described on Exhibit A attached hereto.

b. **Reimbursement of Expenses.** Company shall promptly reimburse Advisor for any reasonable costs and expenses incurred by Advisor in connection with any Services specifically requested by Company and actually performed by Advisor pursuant to the terms of this Agreement. Each such expenditure or cost shall be reimbursed only if: (i) with respect to costs in excess of $100, individually, Advisor receives prior approval from the Company's CEO or CFO or other executive for such expenditure or cost, and (ii) with respect to costs in less than $100, individually, provided Advisor furnishes to Company adequate records and other documents reasonably acceptable to Company evidencing such expenditure or cost.

4. **Proprietary Information; Work Product; Non-Disclosure.**

a. **Defined.** Company has conceived, developed and owns, and continues to conceive and develop, certain property rights and information, including but not limited to its business plans and objectives, client and customer information, financial projections, marketing plans, marketing materials, logos, and designs, and technical data, inventions, processes, know-how, algorithms, formulae, franchises, databases, computer programs, computer software, user interfaces, source codes, object codes, architectures and structures, display screens, layouts, development tools and instructions, templates, and other trade secrets, intangible assets and industrial or proprietary property rights which may or may not be related directly or indirectly to Company's software business and all documentation, media or other tangible embodiment of or relating to any of the foregoing and all proprietary rights therein of Company (all of which are hereinafter referred to as the "Proprietary Information"). Although certain information may be generally known in the relevant industry, the fact that Company uses it may not be so known. In such instance, the knowledge that Company uses the information would comprise Proprietary Information. Furthermore, the fact that various fragments of information or data may be generally known in the relevant industry does not mean that the manner in which Company combines them, and the results obtained thereby, are known. In such instance, that would also comprise Proprietary Information.

b. **General Restrictions on Use.** Advisor agrees to hold all Proprietary Information in confidence and not to, directly or indirectly, disclose, use, copy, publish, summarize, or remove from Company's premises any Proprietary Information (or remove from the premises any other property of Company), except (i) during the consulting relationship to the extent authorized and necessary to carry out Advisor's responsibilities under this Agreement, and (ii) after termination of the consulting relationship, only as specifically authorized in writing by Company. Notwithstanding the foregoing, such restrictions shall not apply to: (x) information which Advisor can show was rightfully in Advisor's possession at the time of disclosure by Company; (y) information which Advisor can show was received from a third party who lawfully developed the information independently of Company or obtained such information from Company under conditions which did not require that it be held in confidence; or (z) information which, at the time of disclosure, is generally available to the public.

c. **Ownership of Work Product.** All Work Product shall be considered work(s) made by Advisor for hire for Company and shall belong exclusively to Company and its designees. If by operation of law, any of the Work Product, including all related intellectual property rights, is not owned in its entirety by Company automatically upon creation thereof, then Advisor agrees to assign, and hereby assigns, to Company and its designees the ownership of such Work Product, including all related intellectual property rights. "Work Product" shall mean any writings (including excel, power point, emails, etc.), programming, documentation, data compilations, reports, and any other media, materials, or other objects produced as a result of Advisor's work or delivered by Advisor in the course of performing that work.

d. **Incidents and Further Assurances.** Company may obtain and hold in its own name copyrights, registrations, and other protection that may be available in the Advisor. Advisor agrees to provide any assistance required to perfect such protection. Advisor agrees to take sure further actions and execute and

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deliver such further agreements and other instruments as Company may reasonably request to give effect to this Section 4.

e. **Return of Proprietary Information**. Upon termination of this Agreement, Advisor shall upon request by the Company promptly deliver to Company at Company's sole cost and expense, all drawings, blueprints, manuals, specification documents, documentation, source or object codes, tape discs and any other storage media, letters, notes, notebooks, reports, flowcharts, and all other materials in its possession or under its control relating to the Proprietary Information and/or Services, as well as all other property belonging to Company which is then in Advisor's possession or under its control. Notwithstanding the foregoing, Advisor shall retain ownership of all works owned by Advisor prior to commencing work for Company hereunder, subject to Company's nonexclusive, perpetual, paid up right and license to use such works in connection with its use of the Services and any Work Product.

f. **Remedies/Additional Confidentiality Agreements**. Nothing in this Section 4 is intended to limit any remedy of Company under applicable state or federal law. At the request of Company, Advisor shall also execute Company's standard "Confidentiality Agreement" or similarly named agreement as such agreement is currently applied to and entered into by Company's most recent employees.

5. **Non-Compete**. During the Term, Advisor shall provide the Company with prior written notice if Consultant intends to provide any services, as an employee, consultant or otherwise, to any person, company or entity that competes directly with the Company, which written notice shall include the name of the competitor. During the period that is six (6) months after the termination of this Agreement, Advisor shall provide the Company with written notice any time that Advisor provides any services, as an employee, consultant or otherwise, to any person, company or entity that competes directly with the Company. Notwithstanding anything to the contrary contained herein, Company hereby consents to Consultant providing services, as an employee, consultant or otherwise, to the following companies.

6. **Miscellaneous**.

a. **Notices**. All notices required under this Agreement shall be deemed to have been given or made for all purposes upon receipt of such written notice or communication. Notices to each party shall be sent to the address set forth below the party's signature on the signature page of this Agreement. Either party hereto may change the address to which such communications are to be directed by giving written notice to the other party hereto of such change in the manner provided above.

b. **Entire Agreement**. This Agreement and any documents attached hereto as Exhibits constitute the entire agreement and understanding between the parties with respect to the subject matter herein and therein, and supersede and replace any and all prior agreements and understandings, whether oral or written with respect to such matters. The provisions of this Agreement may be waived, altered, amended or replaced in whole or in part only upon the written consent of both parties to this Agreement.

c. **Severability, Enforcement**. If, for any reason, any provision of this Agreement shall be determined to be invalid or inoperative, the validity and effect of the other provisions herein shall not be affected thereby, provided that no such severability shall be effective if it causes a material detriment to any party.

d. **Governing Law**. The validity, interpretation, enforceability, and performance of this Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Venue for any and all disputes arising out of this Agreement shall be the City of Miami Beach or Miami, Florida.

e. **Injunctive Relief**. The parties agree that in the event of any breach or threatened breach of any of the covenants in Section 4, the damage or imminent damage to the value and the goodwill of Company's business will be irreparable and extremely difficult to estimate, making any remedy at law or in damages inadequate. Accordingly, the parties agree that Company shall be entitled to injunctive relief against Advisor in the event of any breach or threatened breach of any such provisions by Advisor, in addition to any other relief (including damages) available to Company under this Agreement or under applicable state or

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Federal law.

f. Publicity. The Company shall, without prior written approval by Advisor, have the right to use the name, biography and picture of Advisor on the Company's website, marketing and advertising materials.

IN WITNESS WHEREOF, each party hereto has duly executed this Agreement as of the Effective Date.

DESA INDUSTRIES, INC.
d/b/a World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

Signature:_____

Name:_____

Date:_____

Matthew Whitaker
400 East Court, Suite 346
Des moines, Iowa 50309

Signature: [signature]

Name: Matthew Whitaker

Date: 10/16/17

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Exhibit A to Advisory Board Agreement

Services.

As a member of the Advisory Board, you shall:

- Participate in annual meeting in Miami Beach, FL. All travel expenses to be reimbursed by Company.
- Be accessible to Company to provide guidance on regulatory issues.
- Agree to Social Media Endorsements
- Consulting services shall exclude legal services requested by company which will be billed at the then applicable hourly rate

Compensation.

The Company shall issue Advisor quarterly payments of $1,875.00. The first payment shall be issued on 10/16/2014. The second payment shall be issued on 1/15/15 and every three months thereafter.

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From: Scott Cooper
Sent: 18 Feb 2016 20:31:11 -0500
To: Anne Cruz
Subject: audioBoom / Matthew Whitaker, U.S. Attorney from iowa and director of the Foundation for Accountability and Civic Trust - February 18, 2016

https://audioboom.com/boos/4198950-matthew-whitaker-u-s-attorney-from-iowa-and-director-of-the-foundation-for-accountability-and-civic-trust-february-18-2016

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: FW: Snow Melter
Date: Friday, August 21, 2015 12:17:15 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From (b)(6) [mailto:(b)(6)
Sent: Tuesday, August 18, 2015 8:48 PM
To: (b)(6) .com
Subject: Snow Melter

Mr Cooper,

Rest assured we have found ample supply of the snow melter. Waiting for the darn containers, then waiting for the rig to arrive in time for the winter just seems such a big waste of time. LOL
I have to tell you I'm a little annoyed that you would not think of me first when the WPM group was forming. You know my ability to inspire a group to over achieve is something that's very natural to me.
Anyhow, I love the project currently in place. Really Really love it. I can see you totally being in your element with running the marketing. When a visitor comes to your website its like they have entered Buckingham Palace. They are overwhelmed by the complexity of the operation and the grandeur nature of your business. There is nobody better than you when it comes to earning a customers trust.
You can feel your enthusiasm and see your excruciating attention to detail. It's like a game of chess. You are clearly in a comfort zone. Anyway, there is room for expansion to a level that even you can't clearly put your hands on now. What we need to do is to get you to the next stage. While you are the king of driving traffic to the site, your selection of a sales staff is short of horrendous. You are missing the conversions. That is what I can provide. Yes, I can duplicate this operation, but is that really what you

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need? Competition? In reading the reviews it seems you already have a couple thorns in your side. Do you need more? Or a partnership with someone who can convert sales and make the dollars roll in over and over again. I have a place at (b)(6) on (b)(6) I would like to meet with you ASAP to work out the details at their world class spa. Our rabbis are great friends and can iron out any details we may miss.
Looking forward to your response...
I can be reached at any time at (b)(6)

Couple of things that I found online that were a bit concerning to me:

http://globalresourcebroker.com/world-patent-marketing-review/

http://www.theguardian.com/money/2013/jan/26/fake-reviews-plague-consumer-websites

http://www.complaintsbureau.com/customerlobby-com-fake-reviews-reporting-site-1766.html

http://www.sitejabber.com/reviews/www.consumeraffairs.com

We want to make sure these never make it to page 1...or all trust is gone

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From: Matthew Whitaker
To: scott@worldpatentmarketing.com
Subject: Fwd: New message via your website, from (b)(6) .con
Date: Thursday, September 08, 2016 6:54:45 PM

Just forwarding this along. I hope all is well. MGW

-------- Original message --------
From: info@factdc.org
Date: 9/8/16 3:41 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: FWD: New message via your website, from (b)(6) con

This message is not FACT related, but for you.

--------- Original Message ---------
Subject: New message via your website, from (b)(6) con
From: no-reply@parastorage.com
Date: 9/7/16 2:07 pm
To: info@factdc.org

You have a new message:

Via: http://www.factdc.org/

Message Details:

Name (b)(6)

Subject world patent marketing

Message Dear Matthew can you get a message to scoot cooper you are on his advisory board but what you don't know is how many people were scammed by him and how fraudulent they are and how much money they robbed from people I am not happy and would love to meet him in person and show him how upset I am if I was aloud in you country I would find him myself so tell him to find me it would make so happy to drop kick his f#*king head in and tell him he is a little bitch and this is one person who is not scared of him God and the devil would quiver in fear of me and what I would do to him if I ever get my hands on him no disrespect to you have a good day thank you

Email (b)(6) con

Sent on: 7 September, 2016

Thank you!

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From: Matthew Whitaker
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing
Date: Tuesday, August 25, 2015 3:12:13 PM
Attachments: image001.png
image002.png
image003.png
image004.png

-------- Original message --------
From: (b)(6) <(b)(6) com>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----
From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6) com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)
Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.
Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.
I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

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WHG email sig logo



Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:





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From:	Scott Cooper
To:	abuse@ccihosting.com; sales@ccihosting.com
Cc:	Matthew Whitaker; Bernard Egozi
Subject:	globalresourcebroker.com
Date:	Monday, May 18, 2015 9:39:33 PM
Attachments:	image001.jpg
Importance:	High

Hello

I need your help.

A website you are currently hosting called globalresourcebroker.com is engaged in a smear campaign against my company and others in the industry. The company has no real business operations and uses this site for the sole purpose of disseminating false information about my company and competitors.

We have sued this company in Federal Court and they quickly moved their domain out of the country to Panama to avoid being shut down.

I have prominent politicians that sit on my board of directors, including Former United States Attorney and United States Senate Candidate Matthew G. Whitaker. This is creating an embarrassing situation for them and myself.

Global Resource is controlled by two men named Adam Russell and Mohammed Assaf born in Jordan. He goes by several fake names in the United States including George Montana and Rick Blake.

I respectfully request that you strongly reconsider supporting this person by hosting his website or other web properties.

I am happy to provide you with additional information regarding this individual's past.

Please do not hesitate to contact me should you require further information.

Thank you

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

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signature_default new (Scott Cooper's conflicted copy 2015-01-25)



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From: Matthew Whitaker
Subject: Re:
Date: Monday, November 17, 2014 7:53:27 PM
Attachments: image001.jpg
ATT00001.png

Sure

On Nov 17, 2014 6:22 PM, scott <scott@worldpatentmarketing.com> wrote:
Hey Matt

Any interest in appearing in a national television commercial for us on CNN? We can work out compensation later…

Scott Cooper

President

305-330-9199 Direct
305-503-5458 Fax

signature_default new

1100 Main Street, Suite 2700
Kansas City, MO 64105
phone:
fax:

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From: Matthew Whitaker
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
Date: Thursday, October 16, 2014 5:06:40 PM
Attachments: image001.png
image002.gif
image003.gif
image004.gif

Quad City Bank & Trust Company
ABA (b)(6)
For Credit to: State Savings Bank
ABA: (b)(6)
For Further Credit to: Matthew G. Whitaker PC Account
Account #: (b)(6)

On Oct 16, 2014 3:33 PM, scott <scott@worldpatentmarketing.com> wrote:
Need wire info

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Thursday, October 16, 2014 3:39 PM
To: scott
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)

Bio (resume attached):

Matthew G. Whitaker is an attorney and entrepreneur. In addition to owning a handful of successful companies in the health, life-care and real estate industries, Mr. Whitaker served for more than five years as the United States Attorney for the Southern District of Iowa. During his tenure in the U.S. Attorney's office, Matt protected law-abiding citizens and their hard earned tax-dollars from fraud. He prosecuted cases in important areas such as national security, immigration, income tax and firearms.

Matt has built a life on hard work and free enterprise. Matt graduated from the University of Iowa in less than four years. He was a member of the last Hawkeye Rose Bowl football team where he was an Academic All-American and earned his MBA and law degrees at Iowa.

WHG email sig logo

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, October 16, 2014 2:21 PM
To: Matthew Whitaker
Subject: Re: Advisory Board Agreement (with requested updates on Exhibit A and address change)

Do you have press kit you can send me?

Sent from my iPhone

On Oct 16, 2014, at 2:49 PM, Matthew Whitaker <mwhitaker@whgllp.com> wrote:

> Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW
>
> **<image001.png>**
> **Matthew G. Whitaker**
> **WHITAKER HAGENOW & GUSTOFF LLP**
> Counselors and Attorneys at Law
> 400 East Court Avenue, Suite 346
> Des Moines, IA 50309-2017
> Phone: 515.868.0210
> E-Mail: mwhitaker@whgllp.com
>
> Connect with me on:
> <image002.gif><image003.gif><image004.gif>
>
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>
> ---
>
> **From:** scott [mailto:scott@worldpatentmarketing.com]
> **Sent:** Thursday, October 16, 2014 11:42 AM
> **To:** mwhitaker@gbmglaw.com
> **Subject:** Advisory Board Agreement (with requested updates on Exhibit A and address change)
>
> I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board

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1100 Main Street, Suite 2700
Kansas City, MO 64105
phone:
fax:

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<20141016134303.pdf>

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On Oct 16, 2014, at 2:49 PM, Matthew Whitaker <mwhitaker@whgllp.com> wrote:

Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW

<image001.png>
Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:
<image002.gif><image003.gif><image004.gif>

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From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, October 16, 2014 11:42 AM
To: mwhitaker@gbmglaw.com
Subject: Advisory Board Agreement (with requested updates on Exhibit A and address change)

I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board

<image005.png>
1100 Main Street, Suite 2700
Kansas City, MO 64105
phone:
fax:

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<20141016134303.pdf>

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To: "scott"
From: Matthew Whitaker
Sent: Wed 10/15/2014 8:14:03 PM
Subject: RE: Advisory Board

Yes, I am interested.

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Wednesday, October 15, 2014 2:21 PM
To: mwhitaker@gbmglaw.com
Subject: Advisory Board

Hey Matt

I spoke to my partner

We would like to invite you to join our Advisory Board.

WPM would pay $1,875 per quarter (starting this 4th quarter) and we will fly you down to Miami Beach once per year for a board meeting.

We would also look to you for counsel on any regulatory issues.

Please let me know asap if you are interested. We are in the process of assembling this board so it was a timely conversation this morning.

Thanks

Scott

Graves Garrett LLC
1100 Main Street, Suite 2700
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Kansas City, MO 64105
phone:
fax:

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From: Dawn DWLC
To: Scott Cooper
Cc: mwhitaker@whgllp.com
Subject: RE: (b)(6)
Date: Friday, December 18, 2015 2:48:04 PM
Attachments: ~WRD000.jpg
2015 12 18 Correspondence - DWLC to Scott Cooper.pdf
Importance: High

Please find correspondence attached.

Dawn Wattie

Dawn Wattie Law Corporation
2-15621 Marine Drive
White Rock, BC V4B 1E1
Email: dawn.lawyer@dwlc.ca
Office: 604-385-DWLC [3952]
Website: www.DWLC.ca

Confidential Notice: This email and all attachments are meant for the addressees only and may contain legally privileged information. Any copying, reproduction or redistribution of this email and attachments without written consent of the sender is strictly prohibited. Disclosure of this email and or attachments to anyone other than the addressees does not constitute waiver of privilege. In the event that you receive this email and or attachment(s) in error, please notify the sender immediately and remove this email and or attachment(s) from your system without retaining any copies thereof. Thank you in advance for your cooperation.

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: December 17, 2015 1:10 PM
To: DWLC Info
Cc: mwhitaker@whgllp.com
Subject: (b)(6)
Importance: High

Dawn

I was forwarded this information from (b)(6) regarding our mutual client (b)(6) She indicated you were making threats and accusations about my company. As you can imagine, I take such matters very seriously.

Attached are receipts of two filed utility patents which your letter claims do not exist. We seem to have lost communication with our client due to your interference.

Please help me understand what the problem is so I can help.

I have copied my board member and Former US Attorney, Matthew Whitaker, on this email. Please communicate directly with the two of us on this matter.

AMERICAN OVERSIGHT

I look forward to hearing from you.

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com



CONNECT WITH US:















AMERICAN OVERSIGHT

DAWN WATTIE LAW CORPORATION

T 604.385.DWLC (3952)
E info@dwlc.ca

www.dawnwattielawcorp.ca

#2-15621 Marine Drive
White Rock, BC V4B 1E1

December 18, 2015

BY EMAIL
(Original by Mail)

World Patent Marketing
1690 Meridan Ave, Ste 600
Miami Beach, FL 33139

"WITHOUT PREJUDICE"

Desa Industries Inc.
228 Park Avenue South, Suite 35052
New York, New York 10003

Attention: Scott Cooper, CEO

Dear Mr. Cooper:

Re: (b)(6)

Further to your email of December 17, 2015, our client, (b)(6) is not satisfied with the services provided by Desa Industries Inc., dba World Patent Marketing and no longer wishes to communicate with you in any manner. As a result, you are to cease attempting to communicate with (b)(6) and all future communications are to be sent to the undersigned.

By letter dated December 14, 2015, we filed a formal complaint with World Patent Market regarding the services provided to date and requested a refund. Notwithstanding the request not to communicate directly with our client, representatives of World Patent Marketing have continued to attempt to communicate.

Effective immediately, our client is revoking the Power of Attorney granted to World Patent Marketing regarding any patent applications that have been filed today.

We are requesting (b)(6)
(b)(6) These may be provided in electronic form. The documents sent by you yesterday are informal documents reflecting the filing of applications and raise questions about whether these applications have been properly filed and appropriate fees paid accordingly. It is also clear that one of the two applications were filed following our letter of complaint and the other application filed shortly before the letter of complaint.

As indicated in our earlier correspondence and in discussion with your representative by telephone, our client is seeking a refund of all funds paid to date.

AMERICAN OVERSIGHT

DAWN WATTIE LAW CORPORATION

T 604.385.DWLC (3952)
E info@dwlc.ca

www.dawnwattielawcorp.ca

#2-15621 Marine Drive
White Rock, BC V4B 1E1

Business Law · Wills · Estate and Succession Planning · Intellectual Property

If the filed patent applications and such refund are not provided by December 28, 2015 to our offices, we have instructions to initial formal action against Desa Industries Inc. dba World Patent Marketing including filing complaints with all appropriate regulatory authorities.

Yours truly,



Dawn Wattie Law Corporation
per: Dawn Wattie

cc. client

AMERICAN OVERSIGHT

FTC-18-0836-A-000039

From: Scott Cooper
To: Cheetah"s Pace
Cc: Bernard Egozi; Matthew Whitaker
Subject: RE: Done deal
Date: Friday, August 14, 2015 3:30:59 PM

I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.

I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What Is this about?

Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.

And then you are threatening to slander our company on the internet?

We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.

I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.

I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:(b)(6) @gmail.com]
Sent: Friday, August 14, 2015 1:00 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Done deal

AMERICAN OVERSIGHT

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is
1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.

2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.

3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???

4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day

AMERICAN OVERSIGHT

(b)(6)

From: [redacted]
To: Scott Cooper
Subject: RE: News from World Patent Marketing
Date: Monday, April 06, 2015 1:22:25 PM

No reason?

Well, ANY straight answers would make it easier to move on to other projects for myself and the help I get from an advisory consultant investigating for me.

The data we have collected from interviewing and getting statements from your previous clients now shows a trend of how your income side of the balance sheet might look. Still would like to see the "books" (I know, no way). Additionally would still like data on success rates. And working hard to corner Matt or other members of the "advisory board" we were able to put names to.

A little help could clear things up quickly. Just routine due diligence investigating.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 18:33:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) .com

Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

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305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 5:49 PM, rod mael <rodmael@hotmail.com> wrote:

> Can I have the contact information for your attorneys?
>
> ---
>
> From: scott@worldpatentmarketing.com
> Date: Thu, 2 Apr 2015 17:38:58 -0400
> Subject: Re: News from World Patent Marketing
> To: (b)(6) com
>
> I understand your position
>
> Our advisory board did not sign on to take these type of inquiries as I am sure you can understand
>
> We do the right thing here - it sounds like that is not what you want to hear but it's the truth
>
> All of our customers that pay for patent searches get them
> All of our customers that pay for patents get their patents filed
> We do not charge any upfront fees for any marketing services

AMERICAN OVERSIGHT

One of the issues with invention promotion is providing inventors with unrealistic expectations about the kind of success they can expect

I actually published an article a few weeks ago explaining how most inventions fail and why marketing companies can not change that

I will email you that as well

Again, I am not sure what your motive is in your "investigation" but please understand using words like that insinuate that something unlawful is occurring and that certainly hits a nerve.

Our attorneys have reviewed the act and I am comfortable that we are in full compliance with the letter and spirit of the law.

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

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Sent from my iPhone

On Apr 2, 2015, at 5:19 PM, (b)(6) com> wrote:

> Well, maybe we just disagree on a few key points. (or many)
>
> 1. Invention promotion seems to be a key selling point by your "product managers" . The case history of the act makes it very difficult to escape classification by mincing words and definitions of "promotion". But again, maybe we just disagree. Further investigation and clarification may eliminate concerns.
>
> 2. We probably just disagree on the "suspicious" business practices issue which requires further due diligence. The zeal for "privacy" appears to my staff advisors to be extremely suspicious. Particularly on relatively innocuous inquiries about who is on the advisory board (we have been able to find some other names to follow up on), how many applications have you successfully taken through your entire process, and refusal to answer ANY substantive preliminary data questions.
>
> (b)(6)
>
> Again, it might just be a case of disagreement.

AMERICAN OVERSIGHT

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 16:40:07 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

Fair point -

There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve

We are a private company and we choose not to release private information

Not sure what is so suspicious about that

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

On Apr 2, 2015, at 4:32 PM, (b)(6) com> wrote:

> I am a Registered Legislative Lobbyist VERY familiar with the law.
>
> Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.
>
> "baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Rimarez" in Florida and other documentation in process of being collated.
>
> I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.
>
> I don't need any further action on your offer "Is there anything else I can help you with? ".
>
> I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.
>
> Thank you for your time.
>
> ~

(b)(6)

AMERICAN OVERSIGHT

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

You are not familiar with the act in its entirety- I would suggest you read the entire act before making baseless libelous claims

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

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305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 3:15 PM, (b)(6) com> wrote:

> well there's nothing else you can help me with because you have not been any help at all. by the services you offer you do fall under the inventors Protection act of 1999. irrespective of that, refusal to give out even simple due diligence data about your company and its claim successes, demands higher levels of investigation. I will move on.
>
> Sent from my Verizon Wireless 4G LTE smartphone
>
> -------- Original message --------
> From: Scott Cooper <scott@worldpatentmarketing.com>
> Date: 04/02/2015 11:44 AM (GMT-08:00)
> To: (b)(6) com>
> Subject: Re: News from World Patent Marketing
>
> We don't give out contact information of our advisory board
> We don't provide financial information
> We are not an invention promotion company - those are disclosures required by invention promotion companies -
>
> Is there anything else I can help you with?
>
> Scott J. Cooper
> CEO & Creative Director
>
> World Patent Marketing
> 1680 Meridian Avenue, Suite 600

AMERICAN OVERSIGHT

Miami Beach, Florida 33139

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888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 2:30 PM, (b)(6) .com> wrote:

"all?"

Due diligence.

Will you provide the answers?

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 14:04:17 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) .com

Why are you asking all of this?

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

On Apr 2, 2015, at 1:44 PM, (b)(6) .com> wrote:

Additionally, as many answers as you can give me to the following questions:

*List of board of directors of the Corporation (so far Florida has legally listed Juan A Rivera as sole President and Secretary) I need more specifics about Juan and other Corporate officers (data)?

*Copy of Corporation Financial data (Annual Report? Sources of Income and debt, etc?
*List of "Advisory Board Members" and their contact information?
*Verifiable data to back up claim of "fastest growing" "*number one" ?

*Per American Inventors Protection act of 1999 it is required by law that companies collecting money to assist/ promote (as in trade shows) inventors as WPM does to provide in writing:

AMERICAN OVERSIGHT

- Total number of inventions evaluated by the promoter in the past 5 years.
- The number of these inventions which received positive and negative evaluations.
- The number of customers who contracted with the promoter over the last 5 years.
- The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.
- The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.
- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,
(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 13:28:20 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

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1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

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Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, rod mael <(b)(6) com> wrote:

> This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?
>
> ---
>
> Date: Thu, 2 Apr 2015 11:57:54 -0400
> From: publicity@worldpatentmarketing.com

AMERICAN OVERSIGHT

To [redacted]com
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.





World Patent Marketing — Press Release

World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015 at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

"We are forecasting that the global print market will reach $1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

About World Patent Marketing

World Patent Marketing is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being

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a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing Scott J. Cooper, CEO and Creative Director	World Patent Marketing Advisory Board Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

STAY CONNECTED

Subscribe to our YouTube Channel!

The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015

china surpasses united states

Forward this email

This email was sent to rodmael@hotmail.com by publicity@worldpatentmarketing.com | Update Profile/Email Address | Rapid removal with SafeUnsubscribe™ | Privacy Policy.

AMERICAN OVERSIGHT



World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

AMERICAN OVERSIGHT

(b)(6)

From: [redacted]
To: Scott Cooper
Subject: RE: News from World Patent Marketing
Date: Thursday, April 02, 2015 6:47:50 PM

REALLY? More suspicious than ever. What a company.

ok. I will move on to Omar and others.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 18:33:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)

Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

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> I understand your position
>
> Our advisory board did not sign on to take these type of inquiries as I am sure you can understand
>
> We do the right thing here - it sounds like that is not what you want to hear but it's the truth
>
> All of our customers that pay for patent searches get them
> All of our customers that pay for patents get their patents filed
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AMERICAN OVERSIGHT

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We are a private company and we choose not to release private information

Not sure what is so suspicious about that

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CEO & Creative Director

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(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

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> From: Scott Cooper <scott@worldpatentmarketing.com>
> Date: 04/02/2015 11:44 AM (GMT-08:00)
> To: (b)(6) com>
> Subject: Re: News from World Patent Marketing
>
> We don't give out contact information of our advisory board
> We don't provide financial information
> We are not an invention promotion company - those are disclosures required by invention promotion companies -
>
> Is there anything else I can help you with?
>
> Scott J. Cooper
> CEO & Creative Director
>
> World Patent Marketing
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
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> Sent from my iPhone

AMERICAN OVERSIGHT

On Apr 2, 2015, at 2:30 PM, (b)(6) com> wrote:

"all?"

Due diligence.

Will you provide the answers?

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 14:04:17 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

Why are you asking all of this?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
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Miami Beach, Florida 33139

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305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:44 PM, (b)(6) com> wrote:

Additionally, as many answers as you can give me to the following questions:

*List of board of directors of the Corporation (so far Florida has legally listed Juan A Rivera as sole President and Secretary) I need more specifics about Juan and other Corporate officers (data)?

*Copy of Corporation Financial data (Annual Report? Sources of Income and debt, etc?
*List of "Advisory Board Members" and their contact information?
*Verifiable data to back up claim of "fastest growing" "*number one" ?

*Per American Inventors Protection act of 1999 it is required by law that companies collecting money to assist/ promote (as in trade shows) inventors as WPM does to provide in writing:

- Total number of inventions evaluated by the promoter in the past 5 years.
- The number of these inventions which received positive and negative evaluations.
- The number of customers who contracted with the promoter over the last 5 years.
- The total number of these customers who received a net financial profit as a direct result of the promotion

AMERICAN OVERSIGHT

services by the promoter.

- The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.
- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

(b)(6)

Much appreciated,

(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 13:28:20 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) com

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, (b)(6)
(b)(6) om> wrote:

> This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?
>
> ---
>
> Date: Thu, 2 Apr 2015 11:57:54 -0400
> From: publicity@worldpatentmarketing.com
> To: rodmael@hotmail.com
> Subject: News from World Patent Marketing
> CC:
>
> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.

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To: scott (scott@worldpatentmarketing.com)[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 6:46:32 PM
Subject: FW: Voice message from (b)(6) Duplicate
message.wav

This gentleman called me again. FYI

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:

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From: tel:Duplicate mailto:non-mail-user@internetsolver.com]
Sent: Thursday, April 02, 2015 1:42 PM
To: Matt Whitaker
Subject: Fwd: Voice message from Duplicate Duplicate

The attached message was recently left in your voicemail account for Duplicate We are sending you this email because you have asked for your messages to be forwarded to this address.

AMERICAN OVERSIGHT

From: Matthew Whitaker
Subject: RE: world patent marketing
Date: Tuesday, December 02, 2014 11:31:14 AM

---

http://youtu.be/QycwlX31scg

http://youtu.be/QZlAOnDyovE

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----
From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:24 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Let me talk to my partner - ill do the best I could for you

Do you have any videos you could send me of when you were on tv?

-----Original Message-----
From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 2, 2014 11:21 AM
To: scott
Subject: RE: world patent marketing

I do not have a dollar amount in mind. What does talent of my type usually demand?

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Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----
From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:17 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

-----Original Message-----
From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 2, 2014 11:07 AM
To: scott
Subject: FW: world patent marketing

Fyi, I don't plan to respond, unless you want me to. MW

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017

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Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----
From: (b)(6) com]
Sent: Tuesday, December 02, 2014 9:35 AM
To: Matthew Whitaker
Subject: world patent marketing

Hi Mr. whitaker
I'm working with 'WORLD PATENT MARKETING' . I submitted my product to them for patent about 2 mounth ago. I want to know do yo Accridited their business and you cooperate with them ?

http://finance.yahoo.com/news/former-republican-candidate-united-states-17
3400896.html

Best regardes
(b)(6)

AMERICAN OVERSIGHT

From: Matthew Whitaker
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
Date: Thursday, October 16, 2014 3:38:51 PM
Attachments: image001.png
image002.gif
image003.gif
image004.gif
Matt Whitaker Resume.pdf

AMERICAN OVERSIGHT

To: "scott"
From: Matthew Whitaker
Sent: Thur 10/16/2014 6:49:34 PM
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
20141016134303.pdf

Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, October 16, 2014 11:42 AM
To: mwhitaker@gbmglaw.com
Subject: Advisory Board Agreement (with requested updates on Exhibit A and address change)

I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board

Graves Garrett LLC
1100 Main Street, Suite 2700
Kansas City, MO 64105
phone:
fax:

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AMERICAN OVERSIGHT

To: Eric Creizman[ecreiz@creizmanllc.com]
From: Scott Cooper
Sent: Sat 10/3/2015 1:14:10 AM
Subject: RE: EMAIL #8

Do u have any nude photos for the web site? I already have one of michal…

I'll send you a proposed press release and quote and advisory page – nothing will go up without your approval…

We get a lot of coverage…more then you are probably used to…

Anytime I am quoted, it gets printed in over 200 news properties, yahoo finance, etc….

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Friday, October 02, 2015 9:02 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

Okay. I'm in and I'm honored. Thanks.

Sent from my iPhone
Eric M. Creizman
Attorney at Law
Creizman LLC
565 Fifth Avenue, Fl. 7
New York, New York 10017
T: (212) 972-0200
F: (646) 200-5022

www.creizmanllc.com
On Oct 2, 2015, at 8:33 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> http://creizmanllc.com/archives/1735
>
> let me put you on my advisory board
>
> you will get a ton of press – you'll love it…
>
> https://worldpatentmarketing.com/advisoryboard
>
> no liability – you are simply an advisor…
>
> Scott J. Cooper
> CEO and Creative Director

AMERICAN OVERSIGHT

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric M Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Tuesday, August 25, 2015 9:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.
Sent from my iPad
On Aug 25, 2015, at 9:48 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, August 25, 2015 3:12 PM
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing

-------- Original message --------
From: (b)(6) com>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----
From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6) com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)
Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.
Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

AMERICAN OVERSIGHT

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

<image001.png>
Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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CONNECT WITH US:

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 9:45:15 PM
Subject: RE: News from World Patent Marketing

(b)(6)

(b)(6) COM

Listed as a lobbyist in State of Washington. Says he lobbies for himself since 1/6/2015

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, April 02, 2015 3:50 PM
To: Matthew Whitaker
Subject: Fwd: News from World Patent Marketing

Can figure out if this guy is an actual lunetic inventor or sent by the competitor i just sued

He makes me uncomfortable

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
Begin forwarded message:

AMERICAN OVERSIGHT

From: Scott Cooper <scott@worldpatentmarketing.com>
Date: April 2, 2015 at 4:40:07 PM EDT

To: (b)(6) com>
Subject: Re: News from World Patent Marketing

Fair point -

There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve

We are a private company and we choose not to release private information

Not sure what is so suspicious about that
Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
On Apr 2, 2015, at 4:32 PM, (b)(6) .com> wrote:

> I am a Registered Legislative Lobbyist VERY familiar with the law.
>
> Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.
>
> "baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Rimarez" in Florida and other documentation in process of being collated.
>
> I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.
>
> I don't need any further action on your offer "Is there anything else I can help you with? ".
>
> I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.
>
> Thank you for your time.

(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)

AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 10:09:40 PM
Subject: RE: world patent marketing

Would April 30th to May 3 work for me and possibly wife to come down? MW

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----
From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Sunday, March 29, 2015 6:22 PM
To: Matthew Whitaker
Subject: RE: world patent marketing

Sorry for my delayed response

I have been swamped - just bought out my partner and the business is growing like crazy

I have been working 16 to 18 hour days...

I'm going to be on the yacht in Bahamas next week - need a break

I think the beginning of May or the beginning of June would be a good time for a visit - I'm going to Israel for 10 days on may 16th to the 25th to dedicate a nursery at Migdahl Ohr

http://migdalohrusa.org/our-founder/rabbi-grossmans-biography

Can you make it down here at the beginning of may or the beginning of june?

feel free to bring your wife and I'll take care of the entire thing as promised - first class all the way....just give me dates

Just sent you out a wire by the way for the quarter

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I have some other opportunities for you and I also have a small legal matter that I may need some assistance with

Let me know

Scott J. Cooper
CEO & Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

-----Original Message-----
From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 02, 2014 11:31 AM
Subject: RE: world patent marketing

http://youtu.be/QycwlX31scg

http://youtu.be/QZlAOnDyovE

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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AMERICAN OVERSIGHT

From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:24 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Let me talk to my partner - ill do the best I could for you

Do you have any videos you could send me of when you were on tv?

-----Original Message-----
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Sent: Tuesday, December 2, 2014 11:21 AM
To: scott
Subject: RE: world patent marketing

I do not have a dollar amount in mind. What does talent of my type usually demand?

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----
From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:17 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

AMERICAN OVERSIGHT

Matthew G. Whitaker

EDUCATION

Legal:	University of Iowa College of Law, JD with Distinction, 1995
Business:	University of Iowa School of Management, MBA, 1995
College:	University of Iowa, BA, 1991

EXPERIENCE

2009-Present **Whitaker Hagenow & Gustoff LLP**
Managing Partner of Des Moines law firm, practicing in criminal and civil litigation together with business law issues and business transactions.

2004-2009 **United States Department of Justice**
United States Attorney—Southern District of Iowa
One of 93 US Attorneys nationwide. Led 64 employees (including 26 lawyers) in two offices (Des Moines & Davenport). Manage overall operating budget of $5.1 million. Increased productivity with diminishing resources. Experience includes Federal trials and appellate arguments. Member of Attorney General Advisory Subcommittees on Controlled Substances & Asset Forfeiture and Violent & Organized Crime.

2001-2004 **Finley Alt Smith-Des Moines**
Attorney
Business and Litigation practice, including insurance defense, professional liability, business start-up, internet counseling and dispute resolution. Significant business negotiation experience.

1998-2001 **Supervalu, Inc.-Minneapolis**
Corporate Counsel
Corporate transactional, retail and software experience for Fortune 100 Company. Lead in-house attorney on major transactions. Experience includes Richfood acquisition, several multiple store acquisitions and large licensing and technology contracts.

1996-1998 **Briggs and Morgan-Minneapolis**
Associate
Business and litigation representation of diverse individuals and companies. Significant practical experience including mergers and acquisitions, commercial contract drafting and negotiation, intellectual property counseling, litigation and dispute resolution.

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1995-1996	**Robins, Kaplan, Miller & Ciresi-Minneapolis** Associate Litigation, plaintiff and defense, and Business practice.
1994-1995	**University of Iowa College of Business-Iowa City** Teaching Assistant—Professor Nancy Hauserman

PERSONAL DATA

Admittance:	Licensed in Iowa Admitted 8th Circuit, N.D. and S.D. Iowa
Professional:	Iowa State Bar Association-Member Midwest High Intensity Drug Trafficking Area Executive Board Chair (2008-09); Vice-Chair (2007-08)
Publications:	"Iowa's Limited Liability Company Act: An Entrepreneur's Dream" 79 Iowa Law Review 1181 (1994)
Skills:	Strong computer skills; leadership and management
Extracurricular:	University of Iowa Football Team (1988-1992) Big Ten Medal of Honor; Academic All-American; 3-time Academic All-Big Ten; 3-time letter winner; Captain—Iowa State game 1992 Iowa High School Football Hall of Fame 2009 Iowa Law Review-Senior Associate Editor (1994-95) University of Iowa Board in Control of Athletics (1994-95) Iowa State Bar Assoc. Courthouse Security Taskforce (2005) University of Iowa Athletic Director Search Committee (2006) University of Iowa Department of Political Science Advisory Committee (2009-present)

AMERICAN OVERSIGHT

CORPORATE ADVOCACY PROGRAM AGREEMENT

PARTIES

Party: Xcentric Ventures, LLC, an Arizona limited liability company ("Xcentric") which operates the website **www.ripoffreport.com** ("Ripoff Report")

Party: **Desa Industries Inc dba World Patent Marketing...,.** (the "Company")

Subject: Corporate Advocacy Program Agreement (the "Agreement")

Effective Date(s): This Agreement shall become effective on **January 22, 2015** or at such time this Agreement has been executed by the Company and the down payment has been received by Ripoff Report, whichever may be earlier. However this Agreement shall be deemed null and void unless and until this Agreement has been executed by Company and down payment has been made by **January 26, 2015.**

Additional names to be covered by Agreement: *** Desa Industries Inc * Desa Industries * World Patent Marketing // * DesaIndustriesInc *WorldPatentMarketing // * DesaIndustries * WorldPatent Marketing * Scott Cooper * ScottCooper**

RECITALS

Xcentric Background. Xcentric operates the Ripoff Report website located at **www.ripoffreport.com** which posts reports written by consumers about the goods and services of companies ("Reports"). It is the desire of Xcentric to assist consumers and companies in resolving consumer complaints. It is the desire of the Company to resolve customer complaints, improve customer service, and mitigate negative publicity. In order to facilitate these goals, the Parties hereby enter into this Agreement. The Company acknowledges that Xcentric/Ripoff Report has a policy against removing Reports filed by consumers even if the complaints described in the Reports are resolved.

Company Background – Statement from the Company. *" World Patent Marketing is the world's fastest growing Patent,Idea Protection and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention stu dies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across fo ur continents.World Patent Marketing is the only patent, idea protection and inventor services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status a nd is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA) and the South Florida Chamber of Commerce. The appointment of Matthew G. Whitaker, former Iowa US Attorney and Republican candidate for United States Senate, to the company's advisory board. Whitake r was appointed June 15, 2004 by President George W. Bush. Whitaker resigned in November 2009 following the appointment and confirmation of Nicholas A. Klinefledt, who was appointed by President Barack Obama..... .*

About the Existing Complaints / Committed Improvements Stated by the Company. The company is growing rapidly. Sometimes it is a challenge to keep up with consumer demand. We are continually adding staff on four continents to keep the company ahead of the curve. Although we are turning into a large enterprise, it is my personal goal to be able to provide "small company" customer service to all of our customers. I want to give each and every one of them the attention they deserve. **WHAT WE DO BETTER:** Our company actually cares about its clients. We try to offer our customers realistic expectations about what they can expect in the future. We want our customers to protect their ideas. Once they have a patent they have something tangible, an asset and something they can sell or license. Other companies just care about marketing their product. We want our customers to get p aid for their hard work.....".

Report Background. As of the date of this Agreement, approximately 2 **Reports have** been posted on Ripoff Report about the Company. The Company desires to address and negotiate with their customers in good faith to resolve the complaints described in the Reports and to thereby improve its public image. By showing how the Company resolves

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complaints and how the Company is making positive changes to avoid future problems, the consumer can feel confident when dealing with the Company. In order to achieve these mutually beneficial goals, the parties agree as follows:

1. **Xcentric's Obligations.** During the term of this Agreement, and as long as the Company is in compliance with its obligations under this Agreement, Xcentric will do the following:

1.1 The email described herein will be sent within one or two business days (more likely within hours) of the Company and Xcentric mutually agreeing to the wording of such email. This email will be sent to each person who posted a Report about the Company notifying them that the Company has offered to negotiate in a good faith manner to resolve their complaint. The email will state the Company's commitment to resolve complaints and will describe the procedures implemented by the Company to avoid future similar complaints. The email will be copied to the Company and the email will include the contact information for the Company's designated contact person and encourage the consumer to contact that person. The email will be similar to the sample previously provided to the Company by Xcentric.

1.2 Xcentric will update the title of every Report about the Company (the "Update"). The Update will be a hyperlink to a truthful, positive Ripoff Report Investigation/Interview/companies commitment, the content of which will be submitted by the Company to Xcentric and approved with suggestions by Xcentric. This Positive LINK will be located after the title of each Report. The Ripoff Report Investigation/Interview (also known as the "Stated Company Commitment") will truthfully reflect the Company's stated commitments to the program and positive actions it has taken. The wording of the Update and the Ripoff Report Investigation/Interview (also known as the "Stated Company Commitment") will be mutually agreed upon by Xcentric and the Company. The Ripoff Report Investigation/Interview/company commitment will describe the Company's willingness and efforts to resolve complaints. If the Company chooses, the Ripoff Report Investigation/Interview will include a link to the official Company website and may also include other links to positive articles about the Company. Xcentric reserves the right to eliminate the Update and the Ripoff Report Investigation/Interview if the Company does not provide the services to its customers that are described in the Ripoff Report Investigation/Interview/company commitment. The Update will be posted by Xcentric within (2) business days of the Company and Xcentric mutually agreeing to the wording of the Ripoff Report Investigation/Interview.

1.3 As part of its review, Xcentric will look at the origin (including the IP address and profile of the author) of the Reports and attempt to uncover any Reports that: (1) are filed by or on behalf of competitors; (2) that are filed by someone who is not a customer and who falsely states that they are a customer; and (3) that are filed by former employees or agents of the Company who do not disclose their status as former employees or agents. Xcentric will provide that information to the Company and if the Company requests, the author's false statements regarding his or her identity and his or her questionable motives will be exposed in an update to the title to the Report. If it is discovered that the person filing the report has filed under other names, using the same email address or IP address, that information will be turned over to the Company.

1.4 If the Company requests in writing, Xcentric will custom-update a Report to indicate that Company reached a resolution with the consumer and to describe the resolution. The wording of the update will be mutually agreed upon by Xcentric and the Company. If the customer filed a positive update to the Report on their own, it will not be necessary for Xcentric to update the Report with any new comments. The Company must send Xcentric the proper information to update the specific Report. Xcentric will update all reports in the manner set forth in this Paragraph.

1.5 If the Company notifies Xcentric that a Report about the Company is appearing on any pages of any search engine when doing a search for the Company name or a monitored name, Xcentric will add a statement to that specific Report. The text will be not more than 1,250 words. Xcentric and the Company will mutually agree on the content of the statement. The statement shall include a link to the official Company website and a link to the

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Investigative Report. The Statement may include representations and promises by the Company, and the Company will be obligated to comply with the promises and representations made in the statement. The statement paragraph will be inserted before the title and text of the Report. Xcentric will also create a title for the statement that includes positive comments about the Company. Company and Xcentric understand that there is no guarantee that search engine results will change after the statement and the statement title are added to the Report, but search engine listings often do change by picking up the statement and statement title.

1.6 If the Company notifies Xcentric that a Report about the Company or a monitored name shows up on any search engine's results from searching those names, and requests in writing, Xcentric will update the Report with the Interview/REVIEW before the Report.

1.7 If the Company notifies Xcentric that a specific report contains an allegation or accusation that the Company feels needs to be specifically addressed or corrected, Xcentric will add to that specific Report, just before the report body text, a short one-paragraph mutually agreed-upon statement submitted by the Company that is no longer than 1,250 words, addressing that allegation or assertion. The heading of the Report will be updated with a reference to the positive posting.

1.8 The Ripoff Report Investigation/Interview regarding the Company will be the first result listed on the "search results page" when a consumer searches the internal Ripoff Report database for the Company.

1.9 If new Ripoff Reports are filed about the Company, Xcentric will hold each new Report without posting it. Xcentric will email the consumer who filed the new Report, with a BCC copy of the email to the Company. Or, depending on the nature and tone of the new submission, Xcentric may elect to wait for the consumer to email Ripoff Report before responding. Consumers will be instructed to email Ripoff Report in the Investigative Report (also known as the "Stated Company Commitment"). The email from Ripoff Report will inform the consumer of the Company's commitment to resolve consumer complaints, that the Company will contact them within three (3) to five (5) business days to get the issue resolved to their satisfaction, and give them contact information for the proper customer service representative for the Company. Xcentric will ask the consumer to wait five (5) business days before contacting the Company to give the Company the chance to contact them first. *The objective is to give the consumer time to calm down, give the company a chance to pro-actively resolve the issues, and to avoid posting a new Report if the consumer can be satisfied*. The following procedure will then be followed:

(a) If the author of the new Report or rebuttal does not respond to the Company within ten (10) days of the email from Xcentric, the Report or rebuttal will not be posted.

(b) If the author of the new Report responds with a specific allegation, the Company will have an opportunity to respond to the allegation prior to any posting of the new Report or rebuttal.

(c) If the author of the report does not provide enough information for the Company to (1) confirm they are a customer; and (2) resolve the customer complaint; then the new Report will not be posted.

(d) If the author of the new Report is satisfied with the relief offered by the Company, and does not request that the new Report be posted despite the resolution, the new Report will not be posted.

(e) If a resolution is not reached despite reasonable and good faith efforts of the Company, then the new Report will be posted and updated to reflect that the Company made a good faith effort to resolve the customer's complaint. If the author of the new Report insists on posting the new Report despite the resolution, the new Report will be posted and updated to represent the resolution.

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1.10 With respect to all emails that are received by Xcentric regarding the Company, Xcentric will respond by email to urge the consumer to contact the Company's designated agent to discuss a resolution of the issues. The email will be similar to a sample provided by Xcentric to the Company, and will inform the customer that someone from the Company will be contacting them within three (2) to (3) business days. Xcentric will BCC the Company on all responses from the consumer.

1.11 If Xcentric is contacted by any person or entity regarding the Company, Xcentric will notify that person or entity of the Company's efforts to address and resolve all consumer complaints. Xcentric will notify the Company of the identity, contact information, and nature of communication.

1.12 If Xcentric is contacted by any governmental agency, Xcentric will notify the agency of the Company's efforts to address and resolve all consumer complaints.

1.13 As long as the Company continues to provide good customer service and makes good faith efforts to resolve customer concerns, at the Company's request, Xcentric will provide a positive reference to anyone who contacts Xcentric about Company. The positive reference will reflect Company's efforts to satisfy and rectify all past and present misunderstandings or mistakes.

1.14 Xcentric will review all written responses by the Company for the purpose of assisting in an informed, truthful, and concise response for the customer.

1.15 If the Company believes that Xcentric is not in compliance with any of the provisions of this Agreement, the Company will send Xcentric a "Notice of Non-Compliance" by emailing **editor@ripoffreport.com** with a copy to **legal@ripoffreport.com** and **mcs@jaburgwilk.com** (*the words "Ripoff Report CAP – Notice of Non-Compliance" must be in the e-mail subject box*) and by U.S. mail to Xcentric Ventures, LLC c/o Ripoff Report, PO Box 310, Tempe, AZ 85280, specifying the manner in which Xcentric is not in compliance. Company may *also*, in addition to the required Notice by e-mail and US mail, call Xcentric by dialing 602-359-4357. Xcentric shall then have **TWENTY** (20) days to cure before Xcentric is considered to be in default, unless the reason is based on Xcentric having technical difficulties, in which case Xcentric shall have **TWENTY** (20) days to cure as discussed in Section 3.1.

2. **The Company's Obligations.** During the term of this Agreement, the Company will do the following:

2.1 The Company agrees to comply with all federal, state, and local laws, both civil and criminal, relating to the Company's operation. In the event Company is convicted of any criminal offense arising from conduct which occurred during the term of this Agreement, Xcentric may immediately terminate this Agreement with or without notice, and without any further obligation to Company.

2.2 The Company agrees to make a sincere effort to provide good customer service and to resolve consumer complaints within 14 days. The Company agrees that the standard policy for resolving consumer complaints coming through the Ripoff Report is to give an appropriate refund or appropriate complimentary services to any consumer who paid money to the Company and claims to not have received the goods or services, or the quality of goods or services, that they were promised. Exceptions to that standard policy will be rare and reserved for unusual circumstances. The Company agrees to allow Xcentric to include into the Investigative Report, statement, prepared with the advice and consent of the Company, addressing complaints received and how the company is addressing improvements the company has make to avoid future complaints.

The Company will not initiate a lawsuit, and will not initiate or take any legal action against any author of any Report whose name or contact information was obtained by the Company solely from Xcentric, unless Xcentric authorizes such action in writing. By this Agreement, Xcentric authorizes the Company to take legal action against any fraudulent postings by employees posing as customers, customers posing as employees, non-customers posing as customers, and/or customers posting numerous complaints under different names from different cities or states.

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2.3 **Initial Down Payment Amount and Due Date.** Upon execution of this Agreement, the Company will pay to Xcentric the following **NON-REFUNDABLE** amounts:

(a)	Programming/set-up fee (1): ← $ ← **SPECIAL RATE** World Patent Marketing)	$9,500.00
(b)	Fee per Report (2 *x rate of* 500): $ ← **SPECIAL RATE**	$1,000.00
(c)	Additional name(s) fee (X[ ] 1 additional names / **Desa Industries Inc**	5,500.00
(d)	Additional Name Report(s) fee (0 *x rate of 0*	$00.00
	TOTAL ONE TIME FEES (*a+b+c+d*):	**$16,000.00**
(e)	First month's monitoring & customer service support 0 : **$200** **Billed separately below.**	$000.00
(f)	Additional name monitoring (0 *additional names x rate of minimum charge*	00.00
(g)	Additional location monitoring (*0 additional locations x rate of $0.00*):	$0.00
	TOTAL FIRST MONTH FEES (*e+f+g*):	**$00.00**
(h)	*Additional names (s): additional name fees ((See below))*	- $00.00
	TOTAL UP-FRONT FEES (*a+b+c+d+e+f+g*) – (h):	**$16,000.00**

On or before **January 26, 2015**, $5,000 down payment will be paid by check, **credit card**, or Direct Deposit to Xcentric's B of A Bank account. This is the payment of **$5,000.00** **must be received by Xcentric no later than January 26, 2015.**

Payment schedule / BALANCE of DOWN PAYMENT $11,000 to be paid by Credit Card or DIRECT DEPOSIT the following way: Beginning March 1, 2015 thru February 2016 for 12 months, you will make a monthly payment of $250 toward the balance of the Down Payment. This will total $3,000. Beginning March 1, 2016, thru October 2016 the installment payments will be increased to $1,000 per month for 8 months totaling $8,000 that pays the down payment in full.

NOTICE: if any part of the monthly payment below is more than 5 days late, Xcentric will send you a 20 day notice of Breach as described in this agreement, .. Xcentric will have the right to REMOVE any content it added to the Reports and the company will be off the program. If the company wants to join again, all the fees would have to be paid all over again. There will be NO REFUND of the down payment or monthly monitoring money already paid.

2.4 **Monthly Monitoring/Customer Service Fee Payment**. In addition to the Up-Front Fees set forth above, beginning on **February** **1,** **2015**, and on or before the first of the month for each month thereafter, the Company will pay Xcentric a **NON-REFUNDABLE** monthly monitoring and customer service fee payment of **$200** for a minimum of Thirty-six (36) months. This is the minimum amount that must be paid monthly. This monthly fee was calculated by multiplying **minimum** **x** **$100 per name** **Reports/** Any additional names to be added will be $100 a month fee.

NOTICE: there is no monthly billing. Payments must be sent by the 1st of each month.
Monthly monitoring must be paid by Credit or debit Card. Or mailed to Ripoff Report, PO BOX 310, Tempe, AZ 85280

2.5 **Missed payments may be made by electronic transfer, Credit Card. Or may be mailed** to Xcentric Ventures, LLC c/o Ripoff Report – PO Box 310, Tempe, AZ 85280. OR overnight UPS or FedEx to Ripoff Report – 3200 N, Central Ave., Suite 2000 – Phoenix, AZ 85280

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FTC-18-0836-A-000078

2.6 **Important Notices Regarding Payments and Consequences for Late Payments**.

(a) All payments made to Xcentric are **NON-REFUNDABLE**. Accordingly, Company agrees that it will not initiate any stop payments, charge-backs, or in any manner otherwise inhibit Xcentric's ability to collect funds due to it under this Agreement.

(b) **There will be no monthly billing statement** unless you have previously authorized monthly charges to your credit or debit card. In any event, the Company must arrange for payment to be received by Xcentic by the first of each month.

(c) If any required monthly payment is not paid when due, interest will be added to and payable on all overdue amounts at 5%, compound every thirty (30) days, that any payment is late. If payment is more than thirty (20) days past due, this will be considered a material breach of this Agreement.

(d) If more than two (2) payment reminders go out during this term, the company will be required to pay for six (6) months worth of monthly monitoring in advance. Failure to timely pay the six (6) months advancement, if requested, will be considered a material breach of this Agreement.

(e) If monthly payments are not received by the 10th of the month positive comments posted by Xcentric may be removed.

3. **Remedies for Breach**. In the event of a breach by Xcentric, Company shall send Xcentric Notice by emailing **editor@ripoffreport.com** with a copy to **legal@ripoffreport.com** and **mcs@jaburgwilk.com** (*the words "Ripoff Report CAP – Notice of Breach" must be in the e-mail subject box*) and by U.S. mail to Xcentric Ventures, LLC c/o Ripoff Report, PO Box 310, Tempe, AZ 85280, specifying the manner in which Xcentric is in breach of this Agreement. Company may *also*, in addition to the required e-mail and US mail Notice, call Xcentric by dialing (602) 359-4357.

3.1 **Breach by Xcentric.** If Xcentric materially breaches this Agreement and such breach is not cured within **TWENTY** (20) days, Company shall have no further obligation to make monthly payments for Monitoring unless such breach is the result of technical issues beyond Xcentric's control and Company is made aware of such technical issue in writing within **TWENTY** (20) days of being notified by Company of such breach. Should the breach be the result of technical issues beyond Xcentric's control, and Copy received timely notice of such issues, then Xcentric shall have **FORTY** (40) days to cure.

3.2 **Breach by Company**. In the event of a breach by the Company, Xcentric shall notify the Company either email or at: Scott cooper president - Desa Industries Inc dba World Patent Marketing, 1680 Meridian Avenue, Suite 600, Miami Beach ,FL 33139 and or will call Scotts Cell # 305-330-9199 and or will email scott@worldpatentmarketing.com

If the Company's breach is not cured within **TWENTY** (20) days after notice, Xcentric will have no further obligation to service the Company's Corporate Advocacy Program and Xcentric may remove any positive comments attributed by Ripoff Report. Notwithstanding the forgoing, this clause is subject to Section 2.7(e) above.

4. **Arbitration of Claims.** Pursuant to A.R.S. §§ 12-133(D) and 12-1501**,** any and all claims arising from or relating to the termination of this Agreement by Xcentric shall be subject to binding arbitration. Arbitration of claims pursuant to this section shall take place in Phoenix, Arizona before the American Arbitration Association in accordance with its Commercial Arbitration Rules, or before any other mutually agreed arbitrator or arbitral entity. The costs of arbitration, including the arbitrator's fees, shall initially be paid equally by both parties, subject to reallocation by the arbitrator's final award. The party prevailing in arbitration shall be entitled to its reasonable attorney's fees and costs as

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part of the award. Judgment on the arbitration award may be entered in any court having jurisdiction thereof pursuant to A.R.S. § 12-1511.

5. **Choice of Law; Venue; Waiver of Jury Trial**. Should any event arise wherein the Arbitration of Claims clause is rendered invalid or is otherwise found to not be applicable, the Parties agree that this Agreement shall be governed by and construed in accordance with the laws of the State of Arizona and the federal laws which may be applicable herein. The Company understands and agrees: (i) that any action or proceeding relating to a breach of this Agreement shall be brought in any court of competent jurisdiction in the State of Arizona, with preference given to the courts in Maricopa County, and for that purpose now irrevocably and unconditionally agree and submit to the jurisdiction of such Arizona court; (ii) that the Company irrevocably waive any right to, and will not, oppose any such Arizona court action or proceeding on any jurisdictional basis, including *forum non conveniens;* and (iii) will not oppose the enforcement against you in any other jurisdiction of any judgment or order duly obtained from an Arizona court as contemplated by this section. The Company irrevocably waives any and all rights you may have to a trial by jury in any judicial proceeding involving any claim relating to this Agreement. The Company additionally agrees to waive personal service of process and consent that service of process upon you may be made by certified or registered mail, return receipt, at the address provided by you in your enrollment materials.

6. **Limitation on Damages**. In no event will either party be liable or responsible to the other for any type of incidental, punitive, indirect or consequential damages, including, but not limited to, lost revenue, lost profits, replacement goods, loss of technology, rights or services, loss of data, or interruption or loss of use of service or equipment, even if advised of the possibility of such damages, whether arising under theory of contract, tort (including negligence), strict liability or otherwise.

7. **Term**. This Agreement shall begin on the date it is executed by the parties and shall continue for thirty six (36) months unless extended by the parties. If Company renews this Agreement after the Term, Xcentric will not increase the price for the next term (thirty-six (36) months) by more than 10% over the previous term fees.

8. **Force Majeure**. Neither party will be responsible for any failure or delay in its performance under this Agreement due to causes beyond its reasonable control, including, without limitation, technological failures, lack of energy, raw materials or supplies, war, acts of terrorism, riot, acts of God or governmental action.

9. **No Actions Pending**. The Parties represent that they have not filed any complaints against each other, their predecessors, successors, parents, subsidiaries, affiliates, assigns, agents, directors, officers, employees, and shareholders, with any federal, state, or local court or agency.

10. **Jurisdiction**. Any claims arising out of or related to this Agreement are to be resolved in the Courts of the State of Arizona, and the parties consent to jurisdiction in Arizona for the purpose of any such claims.

11. **Successors Bound**. This Agreement shall be binding upon the Parties thereto, their predecessors, successors, parents, subsidiaries, affiliates, assigns, agents, directors, officers, employees, former employees, and shareholders.

12. **Severability**. It is the intent of the parties hereto that all of the provisions set forth herein are severable and independent. In the event any of the provisions should be held to be invalid or unenforceable, all other provisions shall remain in full force and effect.

13. **Release.** The Parties hereby discharge and release one another and their agents from any and all claims, demands, debts, damages, suits, agreements, promises, which arises out of or is in any manner whatsoever either directly, indirectly, or otherwise connected or related to the Ripoff Report website. The Parties agree to only discuss

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one another in a positive light and to refrain from making any comment about, or publishing any negative statements disparaging one another.

14. **Due Diligence**. Each of the Parties and their attorneys have made such investigation of the facts pertaining to this Agreement and all of the matters appertaining thereto as they deem necessary.

15. **Authority**. Everyone signing this Agreement represents and warrants that he/she has the full authority to sign on behalf of, and to bind, each person and entity on behalf of whom/which that person is signing.

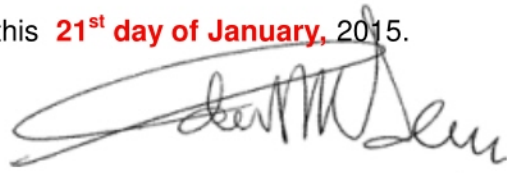
16. **Signatures and Counterparts**. This agreement is not binding until (1) it is signed by both parties; and (2) the down payment referenced herein is received by Xcentric. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures transmitted by e-mail or facsimile may be used and shall be binding on all Parties.

17. **Letting our members know**. We like to let our members know that during our 16 years in business, Ripoff Report has mostly supporters but also has its critics. Some of over the years our critics have expressed a desire to use various methods, both lawful and unlawful, to interfere with and/or harass both Ripoff Report and companies that do business with Ripoff Report. These critics come and go, some end up in prison or in hiding. You should keep in mind when considering whether or not you want to join any of our paid programs that critics of Ripoff Report might also criticize you. You should know that Ripoff Report will not be bullied and always stands strong for our member businesses that do right by their customers.

18. **Change in Structure**. Neither party may circumvent this agreement by changing names, corporate structures, or adding entities owned or operated by the same principal(s) for the purpose of evading their responsibility to the terms and conditions of this agreement.

19. This Agreement and its specific terms are designated as Confidential Information.

DATED this **21st day of January,** 2015.



Edward Magedson - Manager
Xcentric Ventures, LLC

DATED this _____ day of _____, 2015.

_____

Scott cooper president
Desa Industries Inc dba World Patent Marketing....

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: call me when you can....need advice...
Date: Tuesday, August 25, 2015 2:53:18 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: can u talk?
Date: Friday, August 21, 2015 12:21:12 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

From: Scott Cooper
To: Bernard Egozi; Matthew Whitaker
Subject: FW: Done deal
Date: Friday, August 14, 2015 3:36:29 PM
Attachments: ~WRD307.jpg

Lol lol

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:(b)(6)@gmail.com]
Sent: Friday, August 14, 2015 3:35 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Done deal

Ok I will call you shortly, and please don't misunderstand me I am not trying to black mail you or threaten you. I'll explain to you in details what's frustrating over the phone

On Friday, August 14, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.
>
> I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What Is this about?
>
> **Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.**
>
> **And then you are threatening to slander our company on the internet?**
>
> We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.
>
> I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.
>
> I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

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Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:(b)(6)@gmail.com]
Sent: Friday, August 14, 2015 1:00 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Done deal

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is
1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.

2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.

3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???

4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I

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spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day



CONNECT WITH US:









AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker; Bernard Egozi
Subject: FW: News from World Patent Marketing
Date: Tuesday, May 19, 2015 12:02:48 PM
Attachments: image001.jpg

This ass hole is back

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

From: (b)(6) @hotmail.com]
Sent: Tuesday, May 19, 2015 11:56 AM
To: Scott Cooper
Subject: RE: News from World Patent Marketing

Would you consent to an interview for a documentary being produced about the patenting process which will include former WPM clients and "Advisory Board" members? Great opportunity for more publicity and clarifying the processes?

From: scott@worldpatentmarketing.com
Date: Tue, 14 Apr 2015 14:12:45 -0400
Subject: RE: News from World Patent Marketing
To: (b)(6) .com

You will be hearing from my lawyers – not to worry

While most people take your bizarre behavior as simply annoying, I take it very seriously.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

From: (b)(6) @hotmail.com]
Sent: Tuesday, April 14, 2015 1:57 PM
To: Scott Cooper
Subject: RE: News from World Patent Marketing

AMERICAN OVERSIGHT

wow. You make written threats to people that post negative reviews?

Once again, I respectfully request contact information for your lawyers, and the three gentleman I've been trying to get ahold of that you cc in your threats who are said to be on the advisory board. it would be nice to just clarify things and move on

(b)(6)

Sent from my Verizon Wireless 4G LTE smartphone

(b)(6)

-------- Original message --------
From: Scott Cooper <scott@worldpatentmarketing.com>
Date: 04/02/2015 3:33 PM (GMT-08:00)
To: [redacted]hotmail.com>
Subject: Re: News from World Patent Marketing
Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 5:49 PM, (b)(6) [redacted]hotmail.com> wrote:

> Can I have the contact information for your attorneys?
>
> ---
>
> From: scott@worldpatentmarketing.com
> Date: Thu, 2 Apr 2015 17:38:58 -0400
> Subject: Re: News from World Patent Marketing
> To: (b)(6) [redacted]otmail.com
> I understand your position
>
> Our advisory board did not sign on to take these type of inquiries as I am sure you can understand
>
> We do the right thing here - it sounds like that is not what you want to hear but it's the truth
>
> All of our customers that pay for patent searches get them
> All of our customers that pay for patents get their patents filed
> We do not charge any upfront fees for any marketing services
>
> One of the issues with invention promotion is providing inventors with unrealistic expectations about the kind of success they can expect
>
> I actually published an article a few weeks ago explaining how most inventions fail and why marketing companies can not change that
>
> I will email you that as well
>
> Again, I am not sure what your motive is in your "investigation" but please understand using words like that insinuate that something unlawful is occurring and that certainly hits a nerve.

AMERICAN OVERSIGHT

Our attorneys have reviewed the act and I am comfortable that we are in full compliance with the letter and spirit of the law.

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 5:19 PM, (b)(6) @hotmail.com> wrote:

> Well, maybe we just disagree on a few key points. (or many)
>
> 1. Invention promotion seems to be a key selling point by your "product managers" . The case history of the act makes it very difficult to escape classification by mincing words and definitions of "promotion". But again, maybe we just disagree. Further investigation and clarification may eliminate concerns.
>
> 2. We probably just disagree on the "suspicious" business practices issue which requires further due diligence. The zeal for "privacy" appears to my staff advisors to be extremely suspicious. Particularly on relatively innocuous inquiries about who is on the advisory board (we have been able to find some other names to follow up on), how many applications have you successfully taken through your entire process, and refusal to answer ANY substantive preliminary data questions.
>
> (b)(6)
>
> Again, it might just be a case of disagreement.
>
> ---
>
> From: scott@worldpatentmarketing.com
> Date: Thu, 2 Apr 2015 16:40:07 -0400
> Subject: Re: News from World Patent Marketing
> To: (b)(6)
> Fair point -
>
> There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve
>
> We are a private company and we choose not to release private information
>
> Not sure what is so suspicious about that
>
> Scott J. Cooper
> CEO & Creative Director

AMERICAN OVERSIGHT

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 4:32 PM, (b)(6) hotmail.com> wrote:

> I am a Registered Legislative Lobbyist VERY familiar with the law.
>
> Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.
>
> "baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Rimarez" in Florida and other documentation in process of being collated.
>
> I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.
>
> I don't need any further action on your offer "Is there anything else I can help you with? ".
>
> I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.
>
> Thank you for your time.
>
> (b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To (b)(6)

You are not familiar with the act in its entirety- I would suggest you read the entire act before making baseless libelous claims

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 3:15 PM (b)(6) hotmail.com> wrote:

AMERICAN OVERSIGHT

well there's nothing else you can help me with because you have not been any help at all. by the services you offer you do fall under the inventors Protection act of 1999. irrespective of that, refusal to give out even simple due diligence data about your company and its claim successes, demands higher levels of investigation. I will move on.

Sent from my Verizon Wireless 4G LTE smartphone

-------- Original message --------
From: Scott Cooper <scott@worldpatentmarketing.com>
Date: 04/02/2015 11:44 AM (GMT-08:00)
To: (b)(6) hotmail.com>
Subject: Re: News from World Patent Marketing
We don't give out contact information of our advisory board
We don't provide financial information
We are not an invention promotion company - those are disclosures required by invention promotion companies -

Is there anything else I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 2:30 PM, (b)(6) otmail.com> wrote:

> "all?"
>
> Due diligence.
>
> Will you provide the answers?
>
> ---
>
> From: scott@worldpatentmarketing.com
> Date: Thu, 2 Apr 2015 14:04:17 -0400
> Subject: Re: News from World Patent Marketing
> To: (b)(6) otmail.com
> Why are you asking all of this?
>
> Scott J. Cooper
> CEO & Creative Director
>
> World Patent Marketing
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
>
> 305-330-9199 Direct

AMERICAN OVERSIGHT

888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:44 PM, (b)(6) @hotmail.com> wrote:

Additionally, as many answers as you can give me to the following questions:

*List of board of directors of the Corporation (so far Florida has legally listed Juan A Rivera as sole President and Secretary) I need more specifics about Juan and other Corporate officers (data)?

*Copy of Corporation Financial data (Annual Report? Sources of Income and debt, etc?
*List of "Advisory Board Members" and their contact information?
*Verifiable data to back up claim of "fastest growing" "*number one" ?

*Per American Inventors Protection act of 1999 it is required by law that companies collecting money to assist/ promote (as in trade shows) inventors as WPM does to provide in writing:

- Total number of inventions evaluated by the promoter in the past 5 years.
- The number of these inventions which received positive and negative evaluations.
- The number of customers who contracted with the promoter over the last 5 years.
- The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.
- The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.
- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,
(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 13:28:20 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) hotmail.com
(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing

AMERICAN OVERSIGHT

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, (b)(6) (b)(6) hotmail.com> wrote:

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.

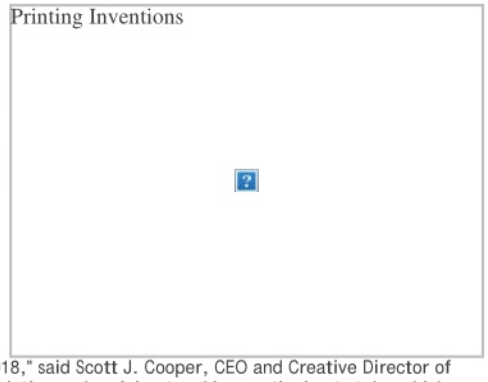


World Patent Marketing — Press Release

World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015 at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

"We are forecasting that the global print market will reach $1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

AMERICAN OVERSIGHT

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

About World Patent Marketing

World Patent Marketing is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing Scott J. Cooper, CEO and Creative Director	**World Patent Marketing Advisory Board** Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015

china surpasses united states

AMERICAN OVERSIGHT

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World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: FW: Update
Date: Wednesday, August 26, 2015 10:04:08 AM

Check out the new head of World Patent Marketing Security

http://youtu.be/SlF744eBbUE

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Bernard Egozi [mailto:BEgozi@egozilaw.com]
Sent: Tuesday, August 25, 2015 11:11 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: Brett Lewis <brett@ilawco.com>
Subject: Re: Update

Go get 'em! I'll take care of Mohammed tomorrow.

-Bernie Egozi
Sent from my iPhone.

On Aug 25, 2015, at 11:03 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> Scott J. Cooper
> CEO & Creative Director
>
> World Patent Marketing
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
>
> 305-330-9199 Direct
> 888-926-8174 Ext 212
> 305-503-5458 Fax
>
> Sent from my iPhone
>
> Begin forwarded message:
>
> > **From:** Scott Cooper <scott@worldpatentmarketing.com>
> > **Date:** August 25, 2015 at 11:02:54 PM EDT
> > **To:** Matthew Whitaker <mwhitaker@whgllp.com>
> > **Subject: Update**
> >
> > One of my close friends Eric Creizman of Eric Creizman LLC is filing in federal court tonight against Rudsky in NY - his wife happens to work for the Brooklyn DA also - had a long talk with her about it also
> >
> > I'll keep you posted
> >
> > Never a dull moment - I could use another vacation -

AMERICAN OVERSIGHT

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

http://worldpatentmarketing.com/top1.png

CONNECT WITH US:

http://worldpatentmarketing.com/bottom1.png

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: FW: Voice Message Attached from (b)(6) Miami FL
Date: Thursday, May 14, 2015 4:14:15 PM
Attachments: image001.jpg

(b)(6)

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

From: Robert Gonzalez [mailto:robert@worldpatentmarketing.com]
Sent: Thursday, May 14, 2015 12:50 PM
To: Scott Cooper
Subject: Fwd: Voice Message Attached from (b)(6) Miami FL

Hi Scott,

Hey I got this voice-mail from this asshole.

He works at (b)(6) and is threatening us putting negative things on the internet.

This is the guy that was giving our scripts to prospective clients.

Now he's calling clients that are paid phase 1.

Robert Gonzalez
Global Patent Specialist
Licensing. Royalties. Manufacturing.

888-926-8174 ext 214

AMERICAN OVERSIGHT

robert@worldpatentmarketing.com



---------- Forwarded message ----------
From: <voicemail@nextiva.com>
Date: Thu, May 14, 2015 at 12:36 PM
Subject: Voice Message Attached from (b)(6) Miami FL
To: Robert Gonzalez <testetsesss@voicemail.nextiva.com>
Cc: robert@worldpatentmarketing.com

Time: May 14, 2015 12:36:37 PM
Click attachment to listen to Voice Message

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Cc: Bernard Egozi
Subject: FW:
Date: Tuesday, August 25, 2015 2:26:31 PM

This guy is absolutely nuts

He is broke and he was never an equity holder in old merchants

He was a sales manager with a contract

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: (b)(6) @aol.com]
Sent: Tuesday, August 25, 2015 2:23 PM
To: ceo@worldpatentmarketing.com
Subject:

Hi Matt,
I know exactly who you are I have spent the last few months going over your site. Let me quickly explain how I came across WPM so you have a brief history. Annette Copper, and my ex wife (b)(6) are friends and communicate on regular basis. Annette mentions to (b)(6) that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.
A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a $1 million dollar pay out from a Mike Ashley. At that time I was owed $200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.
There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

AMERICAN OVERSIGHT

Very simple. Scott Cooper is running an absolute scam. You know it as well as I do. You do not have a warehouse in China nor do you patent or ship any products. You pick on people with very low IQ levels in middle america and have them pay you $1295 in hopes of riches to follow. I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: i have an old friend from the Brooklyn DA - I reached out to her...
Date: Tuesday, August 25, 2015 4:28:23 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Date: Thursday, May 14, 2015 4:29:52 PM
Attachments: image001.jpg

---

http://www.bbb.org/south-east-florida/business-reviews/marketing-consultants (b)(6)

(b)(6)

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



AMERICAN OVERSIGHT

(b)(6)

From: Scott Cooper
To: Matthew Whitaker
Subject: Matt - proposed email to [redacted] please send ASAP and cc me
Date: Friday, August 21, 2015 12:52:40 PM
Importance: High

(b)(6)

Scott forwarded me your emails.

I am a former United States Attorney for the Southern District of Iowa. I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an attempt at blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott but I take threats like this quite seriously.

Perhaps you can call me and explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached to (b)(6)

Matthew Whitaker

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

From: Scott Cooper
To: Eric M Creizman
Subject: RE: EMAIL #8
Date: Friday, October 02, 2015 8:33:07 PM
Attachments: ~WRD213.jpg
image001.png
image002.png
image003.png

---

http://creizmanllc.com/archives/1735

let me put you on my advisory board

you will get a ton of press – you'll love it…

https://worldpatentmarketing.com/advisoryboard

no liability – you are simply an advisor…

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric M Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Tuesday, August 25, 2015 9:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.

Sent from my iPad

On Aug 25, 2015, at 9:48 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, August 25, 2015 3:12 PM
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing

AMERICAN OVERSIGHT

-------- Original message --------
From: (b)(6) aol.com>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----
From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6) @aol.com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)
Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.
Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.
I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

<image001.png>
Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210

AMERICAN OVERSIGHT

E-Mail: mwhitaker@whgllp.com

Connect with me on:

This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.

CONNECT WITH US:

AMERICAN OVERSIGHT

(b)(6)

From: Scott Cooper
To: Matthew Whitaker
Subject: RE: Matt - proposed email to [redacted] please send ASAP and cc me
Date: Friday, August 21, 2015 1:22:56 PM

Sent – I was a month late…sorry

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, August 21, 2015 1:07 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: RE: Matt - proposed email to (b)(6) please send ASAP and cc me

Last ACH for WPM Board was 3/30/15, fyi

(b)(6)

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, August 21, 2015 11:53 AM
To: Matthew Whitaker
Subject: Matt - proposed email to [redacted] please send ASAP and cc me
Importance: High

(b)(6)

Scott forwarded me your emails.

I am a former United States Attorney for the Southern District of Iowa. I also serve on World Patent Marketing's Advisory Board.

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I am familiar with your background and your history with Scott but I take threats like this quite seriously.

Perhaps you can call me and explain to me exactly what your intentions are with regards to World

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Patent Marketing so I can respond accordingly.

I can be reached to (b)(6)

Matthew Whitaker

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



CONNECT WITH US:     





AMERICAN OVERSIGHT

From: Scott Cooper
To: "Matthew Whitaker"
Subject: RE: New message via your website, from (b)(6) com
Date: Sunday, August 02, 2015 12:58:00 PM

☺

Awesome!

Scott J. Cooper
CEO and Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Thursday, July 30, 2015 11:48 AM
To: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Subject: FW: New message via your website, from (b)(6) com

I should get a cut of this for helping close the deal! I hope all is well. Best always, MW
---------- Forwarded message ----------
From: <no-reply@parastorage.com>
Date: Sun, Jul 26, 2015 at 11:07 PM
Subject: New message via your website, from (b)(6) com
To: (b)(6) com

You have a new message:

Via: http://www.whitakerhagenowlaw.com/

Message Details:

- **Name** (b)(6)
- **Subject** World Patent Marketing
- **Message** I have received my information regarding a patent search while working with World Patent Marketing. I would like to talk with Matt about his relationship with this company and his knowledge of this industry, as I am planning to continue with WPM.
- **Email** (b)(6) gmail.com

Sent on: 26 July, 2015

Thank you!

--

AMERICAN OVERSIGHT

Matt Whitaker

(b)(6)

AMERICAN OVERSIGHT

From: Scott Cooper
To: Matthew Whitaker
Subject: RE: Voice message from (b)(6)
Date: Friday, May 29, 2015 3:57:37 PM
Attachments: image005.jpg
image006.png
image007.png
image008.png
image009.png

Do me a favor and shoot him back an email confirming –don't waste your time with him

He read the global shit a few weeks ago and I calmed him down

(b)(6) .com

just confirm that you got his email address from me and you are on the advisory board

please cc me on the email as well that you send to him

any progress on the opinion letter?????

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, May 29, 2015 2:49 PM
To: scott (scott@worldpatentmarketing.com)
Subject: FW: Voice message from (b)(6)

Another WPM customer reaching out to me. FYI. I do not plan to call back unless you want me to.
Thanks, MW

AMERICAN OVERSIGHT

WHG email sig logo

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: tel:(b)(6) [mailto:non-mail-user@internetsolver.com]
Sent: Friday, May 29, 2015 12:24 PM
To: Matt Whitaker
Subject: Fwd: Voice message from (b)(6)

The attached message was recently left in your voicemail account for (b)(6) We are sending you this email because you have asked for your messages to be forwarded to this address.

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From:	Scott Cooper
Bcc:	Matthew Whitaker
Subject:	spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter
Date:	Thursday, May 14, 2015 4:47:51 PM
Attachments:	image001.jpg

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



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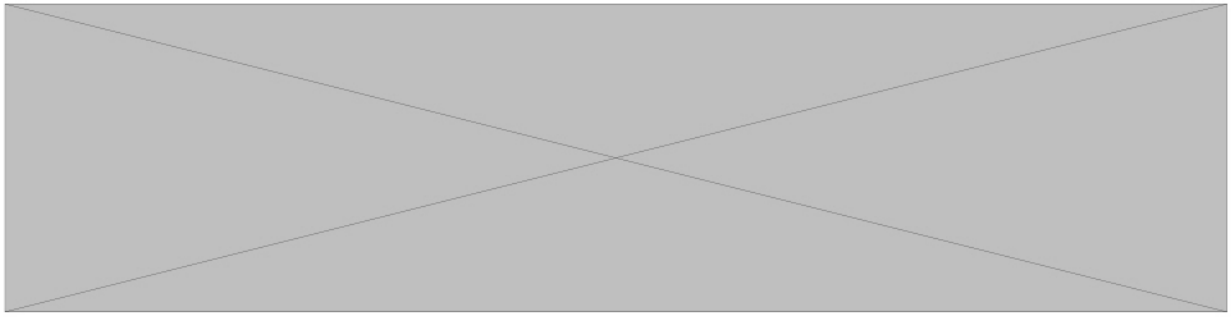
From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Thursday, May 7, 2015 6:23 PM
To: Non @boltwebsolutions.com>
Cc: Non Responsive @boltwebsolutions.com>
Subject: RE: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

---

I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Non @boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:11 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspacce cloud server its on now...)

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

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From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Monday, May 25, 2015 1:51 AM
To: (b)(6) @boltwebsolutions.com>
Subject:

Can u add to cooper idea foundation site a directors page

Me
Matt Whitaker
Diana caparotta (her pic is on her LinkedIn)

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

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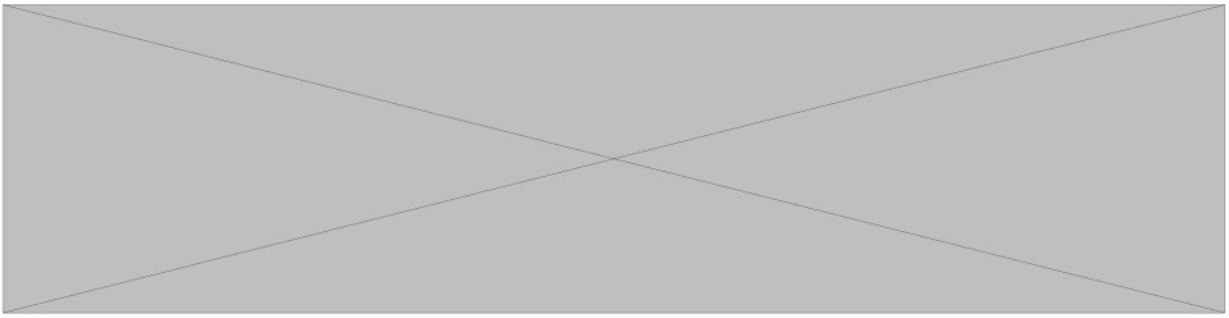
From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Tuesday, February 17, 2015 8:20 PM
To: (b)(6) @boltwebsolutions.com>
Subject: RE: Fwd:

Can u give me a normal fucking blog email

Graphic is fine

Scott J. Cooper
Managing Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax



From (b)(6) @boltwebsolutions.com]
Sent: Tuesday, February 17, 2015 3:18 PM
To: Scott Cooper
Subject: Re: Fwd:

What is the email going to look like now

simple, logo, title, summary and link to blog post

Also – why did u put all the whitaker shit in there

they were just trying to get images to work - so they dumped that in for testing. that wordpress extension has already been deactivated - so that wont go out any more.

Also – the graphic on top of the blog should say submit your idea – we don't want them to clikc there is they already submitted an idea

how about this one? it says "protect your idea now"

On Tue, Feb 17, 2015 at 2:58 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> What is the email going to look like now
>
> Also – why did u put all the whitaker shit in there
>
> Also – the graphic on top of the blog should say submit your idea – we don't want them to clikc there is they already submitted an idea

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From: (b)(6) @boltwebsolutions.com]

Sent: Tuesday, February 17, 2015 2:28 PM
To: scott cooper
Subject: Fwd:

we will build this without the "salary cost per team" for now

---------- Forwarded message ----------
From: **Scott Cooper** <scott@worldpatentmarketing.com>
Date: Sun, Feb 15, 2015 at 10:35 AM
Subject:
To: Diana Caparotta <diana@worldpatentmarketing.com>, (b)(6) @boltwebs.com>

In going to need for u to evaluate the sales managers performance - I
am going to show you where to look at reports

Now that you have more free time because of payroll being automated
you will be able to perform some of these tasks

Need to have a formula to track expenses per team and manager efficiency

Need to look at average revenue per transaction, percentage of closed
transactions, number of agents, salary cost per team, lead cost for
each team

(b)(6) any way you can help here?

Sent from my iPhone

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From: scott cooper <scooper@ivorypartners.net>
Sent: Friday, November 21, 2014 9:51 AM
To: (b)(6) @boltwebsolutions.com>
Subject: Let's build a Wikipedia page and use Whitaker to make it credible

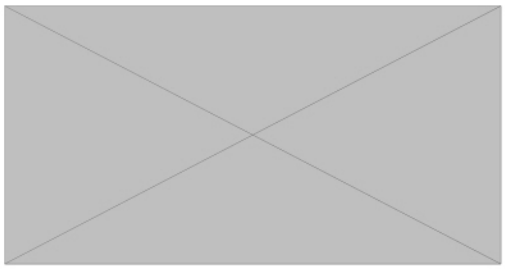
---

Sent from my iPhone

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From: (b)(6)@boltwebsolutions.com>
Sent: Wednesday, February 11, 2015 5:05 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: (b)(6)@boltwebs.com>
Subject: Re: News from World Patent Marketing

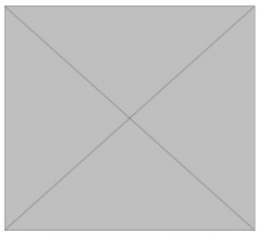
On Wed, Feb 11, 2015 at 11:46 AM, World Patent Marketing <scott@worldpatentmarketing.com> wrote:



World Patent Marketing **Press Release**

World Patent Marketing Expands Its International Footprint As China Surpasses the United States To Become Largest World Economy

World Patent Marketing expands its China presence and announces plans to open offices in Hong Kong and Shanghai.



World Patent Marketing Makes A Big Move As China Surpasses the United States

New York, New York - February 6, 2015 - World Patent Marketing, the world's fastest growing patent, idea protection and inventor services organization, announced plans earlier this week to include three China Patents as part of its core product portfolio. As reported by China Law and Practice, "China's State Intellectual Property Office released its draft patent administrative enforcement rules for public comment on January 27. The draft places in greater emphasis on the quality and professionalism of local Intellectual Property officals, tackles procedural issues and provides greater guidelines for online infringement."

"China has become the largest economy in the world." says Scott Cooper, Managing Director of World Patent Marketing, "The US is still the richest, but we can not ignore the global power tilt and I am encouraging all of our inventors and manufacturers to take a very careful look at the opportunity loss by not seeking patent protection and licensing in China."

"I am pleased to announce that once again World Patent Marketing is on the cutting edge of the worldwide patent protection industry." says Jay J. Ward, Director of Strategic Planning, "We are now offering to our more discerning clientele access to three types of China patents. This is not for everybody but for those who are forward thinking, the potential licensing opportunities in China could be limitless."

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China doesn't seem to want the crown according to China Daily. "The [National Bureau of Statistics]

does not countenance these claims by some scholars and media organizations [that China has overtaken the US as the world's largest economy]," said Ma Jiantang, head of China's National Bureau of Statistics (NBS) said in a press conference. Why is China being so defensive? Being the "biggest" comes with expectations. And especially dangerous for China's leaders are those from its own people.

About World Patent Marketing

World Patent Marketing is the world's fastest growing Patent and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google,Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

Contact Information

World Patent Marketing

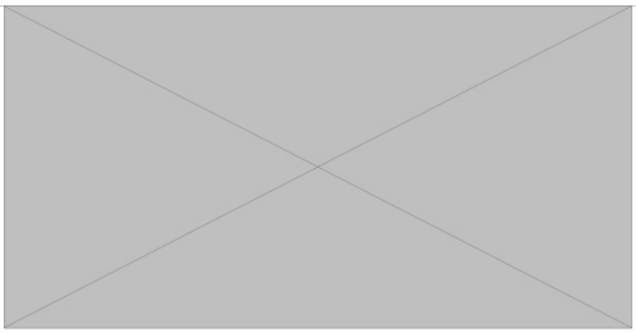
World Patent Marketing Scott J. Cooper, Managing Director and Principal Shareholder	**World Patent Marketing Advisory Board** Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015

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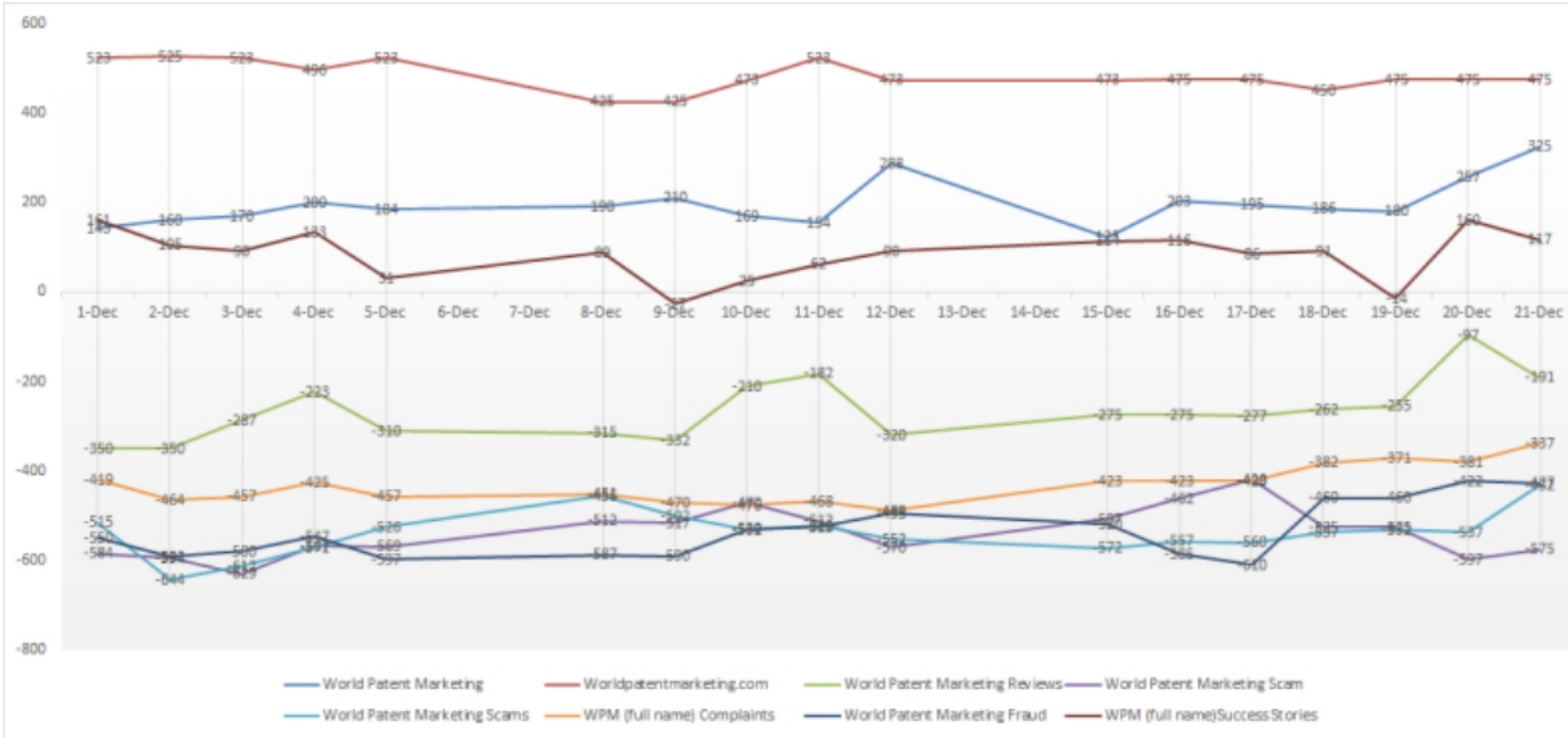
From: (b)(6) @wpmemail.com
Sent: Tuesday, December 23, 2014 10:05 AM
To: scooper@ivorypartners.net; scott@worldpatentmarketing.com
Cc: (b)(6) @tgk-asia.com; (b)(6) @tgkandassoc.com; (b)(6) @boltwebsolutions.com; (b)(6) @worldpatentmarketing.com
Subject: WPM Google Evaluation Result Report 12/23/2014

Scott,
Below is the WPM Google Evaluation Result Report for 12/23/2014.

New appearances: "Former US Attorney Matthew G. Whitaker Extends His Membership On The World Patent Marketing Advisory Board ..."

See other comments below.
Thank you.

	1-Dec	2-Dec	3-Dec	4-Dec	5-Dec	8-Dec	9-Dec	10-Dec	11-Dec	12-Dec	15-Dec	16-Dec	17-Dec	18-Dec	19-Dec	20-Dec	21-Dec	
World Patent Marketing	143	160	170	200	184	190	210	169	154	288	123	203	195	186	180	257	325	+
Worldpatentmarketing.com	523	525	523	496	523	425	425	473	523	473	473	475	475	450	475	475	475	=
World Patent Marketing Reviews	-350	-350	-287	-223	-310	-315	-332	-210	-182	-320	-275	-275	-277	-262	-255	-97	-191	-
World Patent Marketing Scam	-584	-594	-629	-567	-569	-512	-517	-470	-512	-570	-507	-462	-420	-525	-525	-597	-575	+
World Patent Marketing Scams	-515	-644	-612	-571	-526	-456	-502	-532	-522	-552	-572	-557	-560	-537	-532	-537	-432	+
WPM (full name) Complaints	-419	-464	-457	-425	-457	-451	-470	-476	-468	-489	-423	-423	-423	-382	-371	-381	-337	+
World Patent Marketing Fraud	-550	-592	-580	-547	-597	-587	-590	-530	-525	-495	-520	-585	-610	-460	-460	-422	-427	-
WPM (full name)Success Stories	161	105	90	133	31	89	-27	25	62	90	114	116	86	91	-14	160	117	-



World Patent Marketing

- first negative reviews appears on the 9th position, followed by another on the 16th.
- No other negative hit (previous day it was at 9th and 18th, but there was a negative industry hit in between)

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- all positive reviews except at 22nd spot.

World Patent Marketing Reviews

- negative wpm hit mvoed up a post from 4th to 3rd.
- Yahoo Answers jumped from 12th to 5th
- another negative wpm hit on the 7th spot - a total of 3 negative wpm hits on the top 10 where previously there was only one.

World Patent Marketing Scam

- negative industry hit jumped two spots up from the 6th to 4th.
- two negative hits at the top 5, previous day there was only one.
- too many negative hits especially at the top 20. need more positive hits to improve score.

World Patent Marketing Scams

- yahoo answers at top spot.
- negative industry hit replaced by a negative wpm hit 7th spot
- a negative wpm hit replaced by negative industry hit at 12th spot.
- negative industry hit replaced by a postive hit at 13th and 17th.
- a positive hit replaced by a negative wpm hit at 15th.

WPM (full name) Complaints

- negative wpm hit replaced by a positive one at 5th, switched places at 6th.
- positive hit switched places with a negative industry hit at 14th and 15th.
- three consecutive negative industry hits from 17th to 19th and 26th to 28th

World Patent Marketing Fraud

- no movement until the 21st and 22nd spot, where two positive wpm hits were replaced with negative industry hits.
- 26th spot was replaced by a positive wpm hit.

WPM (full name)Success Stories

mostly neutral hits.

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From: (b)(6) @boltwebsolutions.com>
Sent: Tuesday, December 9, 2014 8:58 PM
To: scott cooper <scooper@ivorypartners.net>; jillian@worldpatentmarketing.com
Subject: Fwd: All my leads are gone

---

was this the user that was terminated & then was added back?
when a user is terminated -- we take all his "status=lead" leads and push it into the "recycled pool"

---------- Forwarded message ----------
From: **Nelson Santos** <nsantos@worldpatentmarketing.com>
Date: Tue, Dec 9, 2014 at 3:37 PM
Subject: All my leads are gone
To: tech@worldpatentmarketing.com

My issue still has not been fixed

Former Candidate for the United States Senate and ex US Attorney for Iowa Joins World Patent Marketing Advisory Board.

MIAMI BEACH, Fla., Oct. 23, 2014 /PRNewswire/ -- Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush.

"World Patent Marketing has become a trusted partner to many inventors that believe in the American Dream," saidMatt Whitaker in a statement, "I have always admired World Patent Marketing and its innovative products and dynamic leadership team. It's an honor to join the World Patent Marketing board."

“To invent, you need a good imagination and a pile of junk.”
– Thomas A. Edison

Nelson Santos
Project Manager
888-926-8174 ext 231
646 412-5986
nsantos@worldpatentmarketing.com

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Certificate of Endorsement



SCOTT J. COOPER

CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

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DELL L. DAILEY

Head of the US State Department's counter terrorism office from July 2007 to April 2009, after a 36 year career in the US Army.



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AILEEN M. MARTY

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GENERAL IN ISRAEL DEFENSE FORCES

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FORMER UNITED STATES ATTORNEY

MATTHEW G. WHITAKER

Appointed by President George Bush. Republican Candidate for US Senate. Director of Foundation for Accountability & Civic Trust.



VICE ADMIRAL UNITED STATES NAVY

AL KONETZNI

Nuclear Submarine Commander, Deputy and Chief of Staff Fleet Forces Command, Pentagon, Commander US Pacific Fleet



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MOTI HORENSTEIN

Heavyweight Champion. Special Forces Commando Unit in Israel Defense Forces. Guiness Book of World Records Holder.



CANDIDATE FOR US CONGRESS

BRIAN MAST

Special Guest of Vice President Biden to State of the Union. Gulf War Veteran. Detonation Expert. Double Amputee.



AFRICAN PRESIDENTIAL CANDIDATE

PASCAL KOYAGBELE

Central African Republic. Leader of KITE Political Party. Winner of Voice Achievers Award. Revolution of Happiness.



DEPUTY COMMISIONER

RICHARD SULAKA, JR.

Macomb County Deputy Commissioner of Public Works. Honored by City of Warren as Volunteer and Mentor of the Year.



Miss Rhode Island USA 2017

KELSEY SWANSON

WPM Goodwill Ambassador Focusing on breast cancer awareness and dedicated to ending the physical and economic Isolation of those living with disabilities



PROFESSOR OF PHYSICS

RONALD MALLETT

Ronald Mallet is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



DA VINCI ROBOTICS SURGEON

CHRISTOPHER SEAVER

Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY DEMOCRATS

OMAR RIVERO

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

ERIC CREIZMAN

Founding member of Creizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

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Doc ID: 5e1c581283d6984d07d954836e7e641e2f2f4

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Media Department & Press Releases



We prepare professional press releases that spread the word about your business to every major news outlet and media service. That includes major search engines like Google, Yahoo!, and Bing. And we also deliver to opt-in subscribers and post on WorldPatentMarketing.com which reaches thousands of visitors each month. On your behalf, we reach out to local, regional, and national press agencies.



World Patent Marketing focuses your news department on the industries that are most important to your product and business. We can provide your product coverage all over the world, and place you in front of the people who matter to your success. World Patent Marketing uses the most advanced SEO and SEM techniques to reach the widest possible audience. We equip your press release with social sharing features that will give it broad reach and viral potential.

Embrace the future with social media. World Patent Marketing puts your news on top social networks, where customer interaction, reviews and word of mouth can spread the work. World Patent Marketing social media offers you extra reach for viral campaigns.

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Trade Shows



World Patent Marketing attends industry trade shows to promote our brand and our client's products. Industry specific trade shows are great opportunities for networking and marketing. It's a great place to scope out the competition, meet vendors and buyers, and stay on top of industry trends and opportunities.

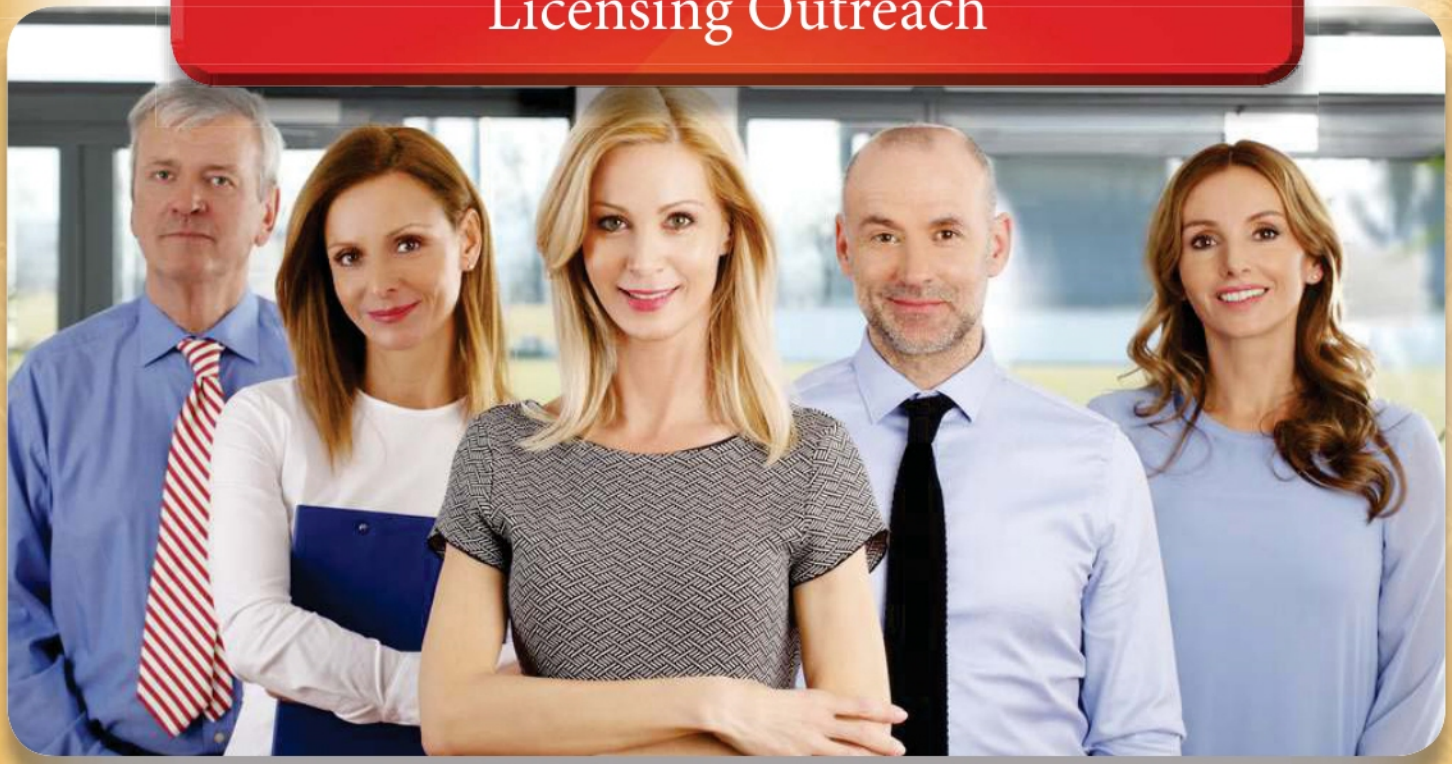
Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending trade shows is to grow our network and increase inventor opportunities overall.

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WorldPatentMarketing.com | info@worldpatentmarketing.com

Licensing Outreach



With World Patent Marketing Licensing Outreach Tools, you can quickly and efficiently reach out to manufacturers and licensees, who can provide the financial capital and resources to bring your product to market. They may purchase the rights to sell your product outright, or offer a contract in which you are paid a percentage over time -- typically as a royalty percentage based on sale of product. Our Licensing Outreach Tools allow you to maximize this lucrative product development path.

World Patent Marketing CEO & Creative Director, Scott J. Cooper, occasionally joins forces with select WPM clients who present products with extraordinary market potential. These projects can potentially yield unusually high returns.

- Disruptive Technologies...
- Controversial Products...
- Game Changing Ideas...

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Listing On New York Inventor Exchange



World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first marketplace of its kind. It levels the playing field for independent inventors who have historically been bullied by multi-national corporations with deep pockets. The New York Inventor Exchange offers diverse markets which span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. "Launching the New York Inventor Exchange is a very proud day for us," said Scott Cooper, CEO and Creative Director of World Patent Marketing. "This has been my dream for almost five years. America was built on the premise that a small inventor can have a dream, work hard and make that dream a reality. The American Dream today doesn't seem real to many average Americans. I work with inventors every day who have great ideas but can't afford to go through an expensive patent, prototyping and manufacturing process. Our goal is to change that. Our members stay ahead of the curve by participating in a new marketplace intended to spur innovation with low-cost solutions."

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What is a Smart Product Sell Sheet?



In most aspects, a brochure (link to page) and a Smart Product Sell Sheet (link to page) have many similarities. Both are great marketing tools to present the company and the product. Typically, they are used in support of your sales efforts, given in business conventions and exhibitions or presented to potential consumers. They are mostly printed on similar sizes on the same type of paper. The most noticeable difference, however, is that a Smart Product Sell Sheet is not folded. Also, the information presented can be technical and more in-depth than a brochure.

Why is it important?

A Smart Product Sell Sheet answers the following questions:

- What products or services do you offer?
- How will these products and services benefit me?
- How much will I will pay for them?
- How do I contact you?



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With all this information, it is important to present your Smart Product Sell Sheet in a clear and precise manner to retain your customer's interest. Before you create yours, here are a few essential things to know before you start designing.

What are the essential elements of creating a Smart Product Sell Sheet?



It should contain the following:

- Your logo and product name
- A catchy headline
- Intro paragraph
- High-resolution product pictures (including product SKU numbers)
- Benefits backed by data
- Contact info and a call-to-action

Despite being a technical document, a Smart Product Sell Sheet should still contain a concise headline and a call-to-action. The intro paragraph should provide a succinct summary of the information about the products and services. The bulk of it should contain the specifications of your product or service, and if possible, comparative data against your competitors. Finally, it should give your potential client information about your company, particularly your contact details.



A Smart Product Sell Sheet may be more technical and informative than a flyer or brochure, but that doesn't mean design is just a second thought. When designed properly, it can become a virtual tour of your product or services. Use the large space provided by the flat sheet to create a design consistent with your product and your company.

It goes without saying that a company with multiple products to sell would illustrate each item with a corresponding picture. However, ALL company Smart Product Sell Sheet should try to include some relevant images to break up the copy elements and to make the overall piece more interesting for the viewer. Use pictures of your staff in action, customers enjoying your products, or your products in action to communicate something unique about your company.

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When should I use a Smart Product Sell Sheet?

While the flyer or brochure can provide a brief overview of your product and service, a Smart Product Sell Sheet can give a more in-depth approach to marketing a product. Technical products such as equipment or software can greatly benefit from this format as well. Real estate services can also take advantage of it, especially if it includes comparative data between competitors.

It can be a persuasive part of a marketing plan, especially for customers who are on the fence and want to know more about the product. It is also useful for press releases where reporters and content creators need specific details for factual reporting. Finally, you can give them to potential distributors and store owners who would be interested in putting it on their shelves.

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Licensing Negotiations

Inventor Friendly
With the pace of innovation and shorter product life cycles, companies are in need of new inventions.

Distribute Worldwide
Licensing allows inventors to leverage a company's brand and position in the marketplace.

Lower Cost and Risk
The inventor supplies the intellectual property while the company ramps up manufacturing and sales.





Key Components to Licensing

Licensing could very well be the most lucrative way to make a living today. At its basics, licensing is the selling of intellectual property to a person or business that wishes to produce it for a profit. The intellectual property could be a patent, copyright, or an idea.

Actually, licensing got much of its start with Disney's creation of Mickey Mouse some 80 years ago. As the character took off in popularity a businessman who wanted to put the character on 10,000 wooden pencil boxes paid for permission to do so. Thus, licensing was born. Since then, there has been all sorts of products with the Disney characters on them, from shirts to lunch boxes. In all of these items Disney receives a percent of the wholesale price of anything depicting its characters. They don't need to manage all sorts of factories, worry about payroll to all of its employees, find distributors, nothing. After the manufacturer does all the work to make and sell the product, Disney receives a lion's share of sales. If this is not an argument for licensing, I don't know what is!

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Common Licensing Questions...

But wouldn't I make more money if I manufactured it myself?

The short answer is "yes". But then reality hits. Handling the manufacturing either domestically or overseas requires a large investment of time and money. First you will need a rock-solid business plan, inventory financing and product liability insurance. You must work with engineers, industrial designers, sourcing agents and establish a sales and marketing team for distribution. Tooling can cost 10s of thousands of dollars and commonly exceeds $100,000 – and that is before you have manufactured or sold a single unit. Becoming a vendor to the large retail stores is extremely difficult especially if you only offer a single product, and if you do, you often don't get paid until 90 days later.

It is a tough road and very few ever become successful. But if you are willing to risk your home, car, and financial security and have the needed skills to manage a factory and make your product sell, I hope the best for you. It is an option and some people do succeed. Yet the main question for any investment ought to be, "How can I limit my risk as much as possible and maintain the greatest reward possible?" And I would suggest the best answer to this question is found in licensing.

Will companies actually pay me for my invention?

Not only will they pay you, but if your invention sells, they will pay you handsomely. There is a reason why these businessmen are where they are. They did not get to the top of a company through a lack of business sense. Rather, they understand that good business transactions reward those who make you money and increase the value of your stock.

So, if you make them a profit they are more than willing to compensate you. They have good reason to treat you well. Their sole business is to manufacture and distribute products that will sell, and since the market is changing so often, they are always in need of new ideas.

Which company should I license my invention to?

Picking the right company to license your invention is crucial in the first stages. Without knowing where to go you are destined to endlessly search in the wrong places. It is important to research the specific industry and markets to understand where your invention would sell and which company has a strong brand and the distribution channels to fully exploit your invention.

Be sure to avoid companies that manufacture a product on a job basis. They have no distribution channels and are quite expensive. To get your product on the shelves you still have to do all of the work of packaging, marketing, and distribution. There is a great financial risk in the beginning when working with these manufacturers since they require upfront money to produce your product on a per unit basis.

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What aspects of the licensing agreement should I be aware of?

As we have always said, we seek to establish fair and lucrative deals for the inventors that we represent. But to do this there must be certain elements present in the licensing agreement. The following is a short list of some of these elements that you should be aware of.



1. Advance in royalty fees: For exclusive license agreements, it is very common that the licensee would pay an advance toward the first year's royalty.

2. Yearly minimum royalty or performance requirements: This is either a yearly minimum payment or a yearly unit volume that the licensee must hit to retain exclusivity. The amount usually gets larger every year to allow for the licensee to ramp-up and distribute your product. Also, it provides the inventor with assurance that the licensee will seek to develop your invention and not just let it sit dormant.

3. Insurance covering the inventor: This is an agreement that the licensee will, at their cost, buy an insurance policy covering the inventor for $1,000,000 in damages and send the inventor a certificate which shows that they are on the policy. Such a clause in the agreement provides protection for the inventor in the event that the invention causes harm or injury to those who use it.

4. Right to an audit: If the numbers do not seem accurate, we can arrange for an audit to be done by an accounting firm in order to determine if the royalty checks received were fairly distributed.

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BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations
(Facebook, Twitter, Pinterest)

Mention on WPM Social Media

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Branding is important for each and every business. Your brand sets your product apart from the competition. Brand development should be integral to product development. It is not simply an afterthought. Branding should begin before your invention is fully developed.



When you enter into a relationship with a well-known invention powerhouse like World Patent Marketing, you create instant "brand credibility" in the market, with both consumers and investors. World Patent Marketing brings you the power of a team that includes government leaders, academic institutions and major corporations the world over. Our strength in the marketplace provides your product an initial lift, until it can fly on its own.

Positioning for Established Brands

For products that have an established image, we can refine their brand image while retaining the positive elements critical to their market position.

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We pay close attention to consistency with core values, while revamping and fine tuning the brand message. We bring in new ideas, creativity, and most of all, innovation. World Patent Marketing develops branding that supports and extends existing product lines.



Every brand is a promise. It is the key to your relationship with the buyer. A clear consistent message is the foundation of that relationship. We respect that message and that relationship, building upon the positive elements while updating and modernizing to adapt to new products and new conditions while retaining loyal customers.

PRODUCT NAME

You need a fabulous name for your new product. A great name makes it clear that your product is different from all existing products in your category. It should be instantly recognizable. The name can be descriptive, as in Goodyear Tires, or a new word, as in Kleenex or iPod.

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PRODUCT LOGO

Your logo is the "avatar" of your brand. It often contains the brand name, but not always. It will appear on your website, packaging, letterhead and all advertising; the logo must be instantly recognizable.



WEB BANNER

Think of your web banner as the entrance to your store. Like a physical store, that entrance says a lot about your product and brand. The web banner conveys your brand image at the first glance. It needs to be targeted to your customer demographic.



TAG LINE

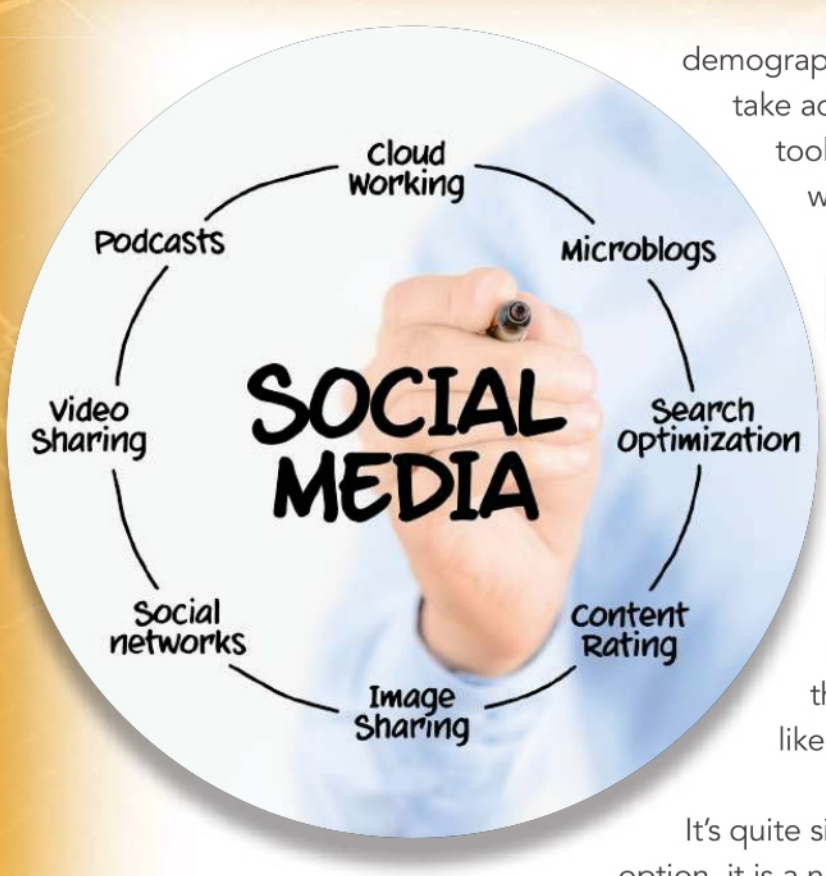
The tagline is a one-line summary of your product and brand. Famous taglines include, "It's the Real Thing" for Coke, "The Ultimate Driving Machine" for BMW, and "Think Small" for Volkswagen. We will help you to distill your product image into a winning tagline.

PERSONAL PRODUCT WEB SITE

We create product websites that foster success. Our developers build advanced responsive websites that showcase your product to its best advantage, incorporating your branding elements and targeted to your

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demographic. World Patent Marketing websites take advantage of the most sophisticated web tools, like SEO and PPC, and fully integrate with social media.

SOCIAL MEDIA INSTALLATION

Our inventors get a leg-up on the competition, through the use of World Patent Marketing social media sites. Our large audience gives your product instant customer reach that it can take months to develop on your own. We also help you develop your own voice on the most important social media channels, like Facebook, Twitter, and Pinterest.

It's quite simple, these days, social media is not an option, it is a necessity. Social Media networks provide outlets for promotion of new products of every description. Our social media experts will create professional quality accounts for your product on all of the top platforms, such as Facebook, Twitter, and Pinterest. Your account will be custom-created with unique banners that incorporate your brand image and message.

Facebook

Facebook is the social media giant. It is the largest social media network on the web and the best known. Facebook boasts more than 1.71 billion active users, an active user is anyone who has signed on in the last 30 days. Since its inception, Facebook has grown from a website devoted to college students at Harvard, to eventually include a worldwide user interface. Facebook offers an easy convenient way for family and friends to keep in touch on every continent, as well as an easy way to check up on news, shopping, restaurants and celebrity gossip.

Facebook is an essential social media platform for every business. it offers a bonanza of options for delivering your message to fans and potential customers. On Facebook you can share stories, photos, and videos about your product. Maintaining a Facebook

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account is easy, there are many tools available for businesses, including scheduled sharing and paid reach. This can be one of the best ways to target new customers and create buzz.



Twitter

Twitter is the social media platform with the broadest reach. It is incredibly easy to spread the word on Twitter. With a single Tweet, you can deliver your message instantly to millions of potential customers. And Tweets are incredibly easy to do. A Tweet consists of a short text message that is less than 140 characters. You have to keep it short on the Twitter Feed. But, while the text message length is short, you can upload and send photos, videos, and links to your own or other webpages. Twitter is one of the top ten websites in the United States and has 320 million active users around the world. As with Facebook, content on Twitter can go viral, as it is incredibly easy for your customers and fans to share and reTweet your messages.

Interesting and varied content is the key to getting viral sharing on Twitter. Because it is so easy to reTweet content with hashtags, a great post can spread fast. If you can tap into a user with a lot of Twitter followers, your content can go viral. Twitter experts point out that posting a balanced variety of media is important on Twitter. People want to see new and interesting stories about a variety of topics, not just a reTweet of your latest announcement. So mix up your own original content with interesting stories and articles you find on the web or create yourself.



Pinterest

Pinterest is a digital bulletin board. It is all about visuals. This makes it a great platform for inventions and products that easily convey through pictures, like fashion, food, gifts, crafts, and inspirational posts. The tagline is "Pin what you love." Fans of Pinterest create bulletin boards of pictures around their favorite interests, like coats and shoes, gardening, lattes, or quilts, for example. It is incredibly easy to use and has a dedicated user base. If you have great pictures of your product, especially if it looks good in photos of it being used, this can be a great way to create buzz and interest for your product.

Pinterest is different from Facebook and Twitter, in that the majority of the users are women. It is dominated by women's topics like fashion, diet, exercise, beauty products, pretty pictures, crafts and recipes. Products geared to these demographics tend to do

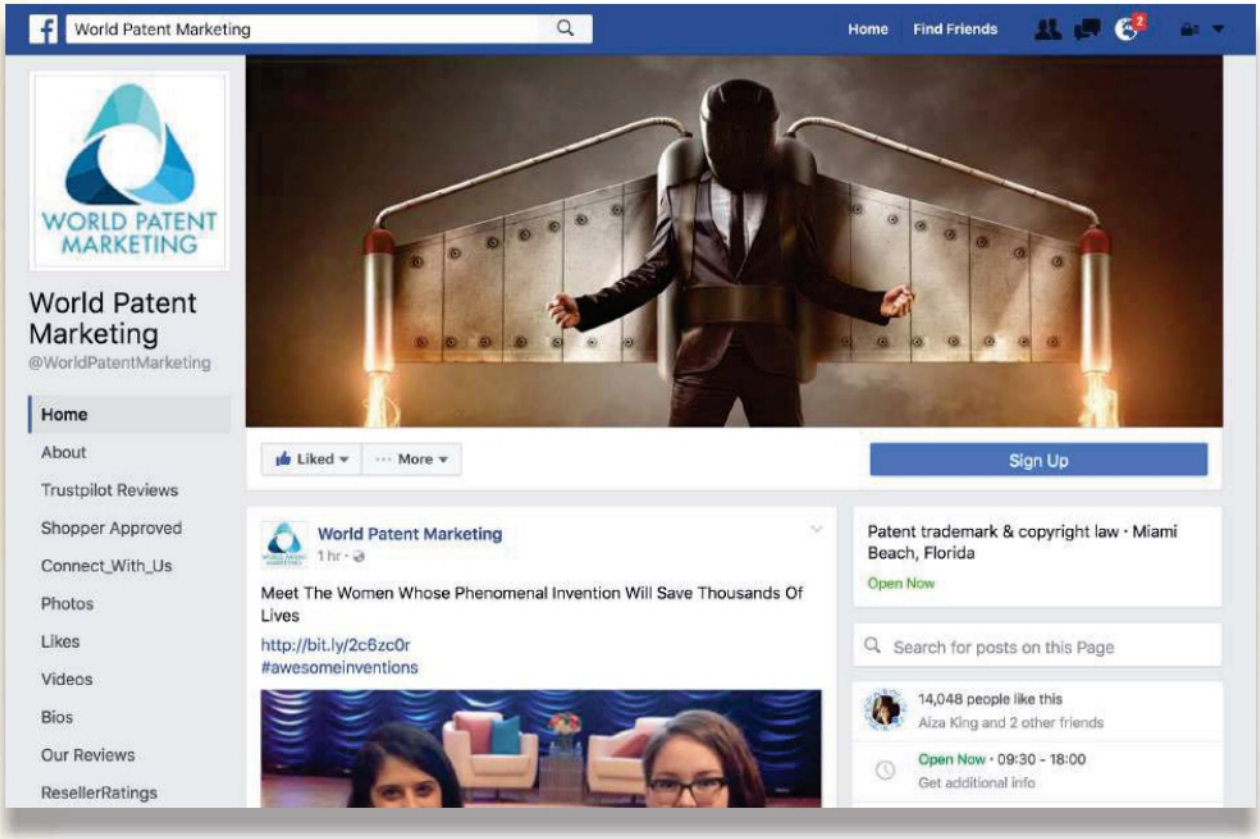
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best on Pinterest. On the other hand, it is extremely valuable for every product in terms of search engines, a Pinterest page almost always shows up on the front page for any topic. Because of this, every product should have a strongly developed attractive Pinterest site. You can also post product details and maps to your Pins, which makes it easy to use, and a good source of product information. We will place a unique post on at least four different World Patent Marketing social media sites linking to your online media. One post alone is enough to make others take notice of your product.

MENTION ON WPM SOCIAL MEDIA



World Patent Marketing has an established and far reaching social media campaign. We have a strong presence on every important platform. When you have a relationship with us, we post your product on our sites and boost your visibility with the power and reputation of our social media platforms and strong brand presence.

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DIGITAL MARKETING PACKAGE

Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising

Social Media

Competitor Analysis

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MARKETING VIDEO

Tell your product story, with the power of video. No other media is as compelling as video in conveying the purpose, promise, image, and emotional appeal of your product. Video can quickly show how your product is used, what problems it solves, and why they need it. Also, watching video is simply more fun and engaging than scanning pages of texts. Video creates the emotional connection that leads to sales conversions.

Video has been proven to be a key component to any online campaign. It increases conversions dramatically. When customers "see" a product in action, it is much easier to understand and more potent than long pages of product descriptions and text. Video can convey the entire message in seconds. In 2015, over $6 billion was spent on video advertising. And video is critical to search, Google automatically ranks websites with video on them higher than other websites with similar authority. It's no longer a choice, video is now integral.

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BLOG ARTICLE

When it comes to product branding, reputation building and sales, a blog is considerably more than just a quick couple of paragraphs tossed off when you have a free moment. Writing a professional quality blog that will get results is a specialized process that takes knowledge and creativity. The purpose of blog posts is to keep your product uppermost in the mind of your customers, with engaging stories about your product and other topics they may find interesting. Blogs are also designed to reach new customers. In order to reach new customers, blog posts need to rank well with search engines. This is done through careful selection of keywords, which can draw potential customers to your website through search engines like Google.

Blog posts are also more than just text, they need to look great too. Interesting images and videos not only help to tell the story, they also help to create interest. On business websites, you can't simply share images found elsewhere on the internet. Images need to be selected or created that are original and can legally be used for commercial purposes. Our bloggers have experience creating and editing images, as well as providing the correct sizing, optimization and tags which are important for ease of use and search engines.

And of course, the purpose of the post is to build brand awareness and sales. Every post contains a strong "call to action." In the case of a sales message, the "call to action" is obvious, push the button or go to the store and buy the product now. However, there are also more subtle actions in brand building. Commonly you will find suggestions to "go to our website," "read more," or "stay updated," in many commercial blog posts. These are important in building interest for future products and releases, and as a way to maintain contact with buyers.

CONTENT MARKETING



Digital content is the backbone of every online marketing campaign. The content needs to be organized and coordinated for maximum benefit and reach. Brand features, target audience, media platform, and product all need to be taken into account and balanced into an effective, engaging campaign that drives sales and growth. It's not an easy task, but because of our vision, World Patent Marketing excels at influential content marketing.

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SOCIAL MEDIA MARKETING

To succeed at social media marketing, you need to have two things down cold. You need to understand your customer, and have an in-depth understanding of the intricacies of the various social media platforms. To achieve results, you must know whom you want to reach, and how to get your message in front of them. Every social media platform is different, and we know how to make them sing.



Email Marketing

Get the most out of your email market campaign. Our email campaigns are fully integrated with your online presence, website, press release strategy, and social media. This integrated approach creates more impact across every platform. Our email system creates strong impactful messaging, combined with technical necessities like lead capture, conversion metrics and CRM (customer-relations-management).

INFLUENCER MARKETING

At World Patent Marketing, we help you reach out to important people in your industry or field. These people are known as "influencers." Our connections can provide a host of possible relationships with individuals your customers trust.

DIGITAL MARKETING

Reach beyond your existing customer base and grow your brand, with digital marketing. Through a variety of techniques, using search engines, social media, and display ads, we can

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target demographic audiences with precision that gets results. Give your product a boost through the power of digital data and targeted marketing.

Analytics & Conversion Rate Optimization

World Patent Marketing will help you understand the data regarding the sales process of your product. Through our proprietary analysis, we take that data, crunch it, collate it and present it to you in a way that is useful and can have real impact on your business. We help you identify key points in the customer journey that can be targeted or improved. We can take that data and find weak links, missed opportunities, and ways to improve the customer experience and sales. These analytics and conversion rate optimizations are the keys to constantly improving the customer experience and driving growth.

SOCIAL MEDIA COMPETITOR ANALYSIS

A first step in developing your social media voice and strategy is a thorough analysis of the competition. This is an essential task for many reasons. First of all, as you develop your unique voice and brand image, you need to be aware of what competitors are doing in order to be sure your message stands out as distinct and different. In addition, it allows you to track the latest trends in your market niche.



1. Identify Your Competitors
2. Identify Their Voice
3. What Is Their Fan to Follower Ratio?
4. How Active are They on Social Sites?
5. Engagement Rate with Fans
6. What Types of Content are They Posting?
7. Month-Over- Month Percent Growth
8. Don't Forget Google+, their Blog, and Website
9. Lastly, Paid Media
10. What Does This All Mean?

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CUSTOMER INTELLIGENCE



World Patent Marketing's customer intelligence platform provides up-to-the-minute feedback about your customers. It allows you to make smarter, better decisions.

World Patent Marketing allows you to:

- Find and organize customers in your demographic target
- Create detailed customer profiles that increases understanding
- Capture valuable insights which can improve operations throughout the enterprise

Our data is based on community interactions, rather than one-off surveys. We believe that communities are more valuable, because the two-way conversation process allows us to develop a deeper understanding of the true motives and desires of the customer.

World Patent Marketing takes you beyond the data, to the people with their personal stories and motivations who make up your customer base.

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Purchase Journey

The customer purchase experience must be seamless. Many businesses inadvertently create hurdles for their customers. We identify these pitfalls and improve the experience.



Fundamental Market Decisions

Get real-time feedback on pricing, packaging, positioning, and messaging. Save both time and money in assessing and adjusting key market decisions.

Innovation and Creation

Customer communities can provide useful ideas which may ultimately improve and refresh your product. This information helps you to stay ahead of trends and the competition.

Customer Intel

Get your customer intelligence straight from the horse's mouth, the customers themselves. Our system provides you with ongoing customer feedback that can be used to create new products, make improvements or variations on your existing products, and develop campaigns to engage your customers in a manner that provides maximum impact and bottom-line growth. Solve real problems with customer feedback and intelligence.

Innovate and Thrive

Develop products faster, with greater certainty and success with real-time customer feedback.

Deep Dive Insight

Our activity database yields a wealth of customer insights and understanding.

Know Your Customer

Place seemingly random customer actions in context. Which turn transactional shopper data into a well-rounded picture of deeper motivations and behavior of your customer base.



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DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is tried and true. That's why we recommend it for many products. Our philosophy of "thinking outside the box" doesn't mean that we recklessly experiment or gamble with your resources. Direct Response TV may have significant up-front costs, but dollar-for-dollar, for the right product, it can put your product at the top of the heap.

30 second DRTV Commercial

60 Second DRTV Commercial

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What is Direct Response TV?

Direct Response TV, also known as DRTV, is a particular type of television advertising. It is designed to allow the customer to purchase the product immediately, while watching television, either by calling in to a toll-free 800 number, or by using the web. This form of advertising is also known as Direct Response Marketing. It is very powerful, because it allows for immediate feedback, there is no waiting or tracking sales over days or weeks. A DRTV campaign produces results in real-time. These ads can range from 30 second to two minute television commercials, and even to 30 minute infomercials. DRTV varies from brand building and awareness commercials in that the response is immediate and measurable.

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What is Direct Response TV good for?

Direct Response TV harnesses the power of television with immediate customer feedback. This makes it a fantastic medium for launching new products. The feedback is immediate and the "impulse to buy" can be strongly measured in real time. The instant feedback loop can provide valuable information on customers' needs and attitudes toward the product and message. And success can be stunningly fast. DRTV is responsible for numerous overnight success stories and any number of products that have become household names. DRTV is a strong way to build a brand and product awareness, brand loyalty and a strong customer base.

What are the benefits of a Direct Response TV campaign?

The greatest benefit of DRTV is the ability to create instant sales and return on investment. These sales tend to be high-margin sales that yield quick profits in a short time-frame. Both shorter 30 second and longer 60 second spots provide management with instant information regarding the effectiveness of their messaging and consumer reaction to the product. We can take that feedback, asses it, refine it, and improve it to yield continually stronger results over time. DRTV campaigns build strong consumer interest and a loyal customer base, with high return on investment sales.



What kinds of products do best with DRTV infomercials?

DRTV is a great place for new inventions and innovative new products. Products that solve real world everyday problems and offer affordable solutions are likely to do well on DRTV. Ideally, DRTV products have broad consumer appeal, at an affordable "impulse buy" price point. Beauty products, kitchen and

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household products, appliances, gardening products, and personal care products have all found success on DRTV.

How does DRTV media differ from other commercial media?
The most important aspect of DRTV is the strong call to action. In traditional branding media, the goal is not to create an immediate purchase, but to cement the product in the customer's mind for later purchase. With DRTV there is no waiting time, the message is to buy the product now, immediately, from the comfort of the couch.

Does anybody buy that stuff that you see advertised in the middle of the night?
Yep. They buy a lot of it. Fortunes have been made from late night DRTV marketing. But, DRTV is not just a 'middle of the night,' 'low rent' tactic. DRTV can air at any time of day, the particular time is chosen for maximum return on investment, and that can vary by product.





How is success measured with DRTV?
It depends on the particulars of your product, your market, and the details of your media campaign. There is no single success metric. But, most professionals in the industry use one or a combination of the following; Cost Per Order (CPO), Media Efficiency Ratio (MER), or Customer Acquisition Cost (CAC). CPO is the cost for each order for a campaign, you arrive at this number by dividing the cost for the media by the number of orders. MER looks at how much you bring in, the revenue, compared to the cost for the campaign. CAC is often used for products like prescription drugs, which bring in revenue for a long period of time into the future. In this case, they are most concerned about the customer acquisition cost, as profits are realized in the future.

These metrics are important snapshots of DRTV campaign success. The lower the CPO, the better. The higher the MER, as in the revenue compared

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to the cost, the better. CAC provides a snapshot of the cost to acquire each customer. Industry trade groups and television marketing teams have developed database information on rates of return for different industries, time slots, and demographics. You can plan your campaign with these metrics, and compare its success against these benchmarks.

Does DRTV become less effective over time?

All television advertising, including DRTV, needs to be fresh and original. Typically, DRTV campaigns are refreshed after a year of air-time. This "refresh" may not entail an entirely new production, often editing can change the campaign enough to make it feel new.

Are upsells essential for a successful DRTV campaign?

Industry research shows that upsells account for 15% to 29% of orders. That's a big chunk of revenue. The creation of new and related products can help your new product become financially viable. When using DRTV, don't discount your upsell sales options.



Is DRTV the only thing I need to do to market my product?

You don't want to stop marketing with DRTV only. While it is a powerful sales and revenue generator, it also opens many new options for marketing and merchandising your product. The DRTV campaign creates a lot of orders through the immediate purchase process, but it also creates powerful brand awareness and follow on purchases, particularly in the digital media. Your campaign should have a mix of DRTV, digital marketing, email marketing, websites and SEO, radio advertising, public relations, and celebrity endorsements.

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How long does it take to produce a DRTV commercial?
It varies by product and production values, but typically it takes from 2 to 6 months. This includes the entire process, from the beginning of the creative process, through scripts, shoots, and post-production. It can vary depending on the availability of talent, locations, production value, and available footage.

What is the proportion of DRTV sales online vs. phone orders?
This varies tremendously depending on the product. Different target audiences have different habits and expectations. An older audience may tend to use the phone for orders, while a millennial audience will order online. The trend favors online, with this sector growing rapidly and approaching 80% in some cases.



Is a website necessary for DRTV campaigns?
Yes. The website is essential for on-the-spot orders for people who prefer to order online rather than call, as well as for follow-on orders. The DRTV website should be optimized for all formats, with a call to action that supports your DRTV campaign.

Do I have to take phone orders, requiring a call center to take orders?
DRTV campaigns usually offer customers the choice of calling in their order or placing an order on the website. Ignoring phone orders eliminates one of the great strengths of a DRTV campaign. People can place a phone order immediately, without even leaving the couch; they can dial the number and speak to a helpful representative immediately without booting up a computer that might be in another room, waiting for the site to load, etc. World Patent Marketing provides overseas call centers that can provide real results at a reasonable cost, that can turn your campaign into a success.

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Is My Product Right for DRTV?

Is the product unique and revolutionary?

Is your DRTV commercial new and exciting?

Boring and everyday is not going to cut it. If you can buy it cheap at Wal-Mart, why would a customer bother to get excited?

DRTV is all about new and different products. They don't have to be on the level of rocket science, but they should be original and solve real world problems. And the message must be compelling. It may not sound tough, but it takes a heck of a lot of interest to get someone who is happily relaxing in front of the TV to pick up the phone, fish out the credit card, and make that call. That's not easy. The key is to have a product that is revolutionary. This means, lots of people need it and can't get it anywhere else. Or, that you offer the same product for a far superior price. Or that the customer gets a lot more product and value than they could anywhere else.

Do I need a mobile website for DRTV?

Yes. A huge percentage of the public now access the web exclusively on their phones, and this percentage is growing every year. You do not necessarily need to have a dedicated mobile website, a responsive version of your website will do. But, it must be easy to use in the mobile version. Mobile websites are no longer option, they have become integral to the web experience, and thus to the online shopping experience.



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Have you experienced dramatic results with DRTV products?

Yes, one product alone, The Snuggie, sold over 30 million units and grossed $500 million. That's a pretty solid case for the power of DRTV. And The Snuggie is just one among many successful products that made their mark in this market.

Does the infomercial product have mass appeal?

DRTV is all about reaching a large broad-based audience. To do well and justify the costs of DRTV, a product must have mass appeal. It isn't that niche products aren't worthy or capable of success in the marketplace, it is simply that DRTV is not the place for them. Products that do well on DRTV can appeal to millions of users, rather than thousands. Among the long-term best products are acne creams and weight loss aids. 30 million Americans suffer from acne, providing a market of suitable size. These is mass appeal for skin care products. Combined with a great DRTV ad and high production values, this has been a win year after year.



Weight-loss is also another hit on DRTV. More than half of Americans are clinically obese. Every one of them can use a weight loss program. Some other categories are products to combat hair loss, fitness, and anti-aging. Notice a common trend here, all of these products solve problems that are embarrassing. The ability to order the product anonymously online through a DRTV ad may be particularly appealing. After all, who wants to stand in line at the store with the hair replacement formula in hand? Ideal DRTV candidates are products with mass appeal for a huge audience.

What are the typical margins for DRTV?

DRTV products should sell for at least 5 times the cost of goods. If you are selling a product for $20, it should not cost more than $4. The margin allows you to comfortably cover the high media costs required in a DRTV campaign. Many newcomers grossly underestimate their required margin, and even if successful in sales volume, can actually lose money on every sale.

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However, there is an exception to the rule. Products that generate ongoing sales, such as a diet pill, skin care line, or prescription drug, that continue to generate sales over a long period of time may have dramatically lower margins for the initial purchase. The lower margins at the front end, are made up for with additional purchases of the product later on. Also, products that are available in stores and can be continually purchased again and again can have lower margins, as the DRTV is not the only driver of sales, but an addition to a complete retail merchandising chain.

Can the product be demonstrated on TV?



This is critical for DRTV success. You will need to show your product in action. Is it fun to use? Easy to use? Fast acting? Does the viewer know exactly what is going on just by watching your DRTV commercial? They need to be able to see it working. That is how they come to imagine what it will do for them. When it comes to DRTV, seeing is believing. Your product needs to be easily understood by the viewer just by watching.

Does the product offer a unique opportunity and great value?

Everybody loves a good deal. A great deal can be the key to success in the world of DRTV, where strong value statements are king. No matter what the actual cost/benefit, the DRTV ad should make a direct appeal to "perceived value." World Patent Marketing will help you to develop your messaging so that the perceived value in your offer shines through. We can take your initial product and expand it into an entire value system, by piling on the product benefits and offers. Since consumers love to get a lot for a little, expanding the offering can be a key to success.



Is celebrity talent necessary for DRTV?

Not for every product. There have been plenty of DRTV campaigns that didn't have a star or celebrity in sight. Often real people, folks like your viewers, offer more credibility for a given product. On the other hand, celebrities offer a certain type of instant credibility and name recognition. The right star can help to establish an immediate rapport with the audience and can truly move a product.

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E-COMMERCE

World Patent Marketing has a profound and fundamental understanding of the world of e-commerce marketing. We understand all of the elements, from shopping feed management to pay-per-click, as well as social media, analytics, and e-mail marketing campaigns. We have tools to monitor the results, and we can measure every valuable metric, from your costs to conversion rates and campaign relevance. This allows us to fine-tune your campaign with confidence.

We leave nothing to chance. We constantly upgrade and refine, tweaking what we do, measuring the results, in search of constant improvement. We micro-manage every detail, to give your stunning results.

Our success is your success — that's the only measurement that counts.

Shopping Feed Management

Pay Per Click Management

Marketplace Management

Social Media Marketing

Email Marketing Management

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SHOPPING FEED MANAGEMENT



Start Your Successful Shopping Feed Management System Here

World Patent Marketing has a shopping feed management team that can painlessly guide you through the hassle of implementing and optimizing product data feeds. We can explain in layman's terms how to create strategies to succeed within the current shopping networks, including Google Shopping, Bing Shopping, eBay, and other e-commerce sites.

And we don't stop at visibility and attracting customers to your website. We also focus on converting leads to sales and increasing ROI.

Enjoy a Breakthrough in Shopping Feeds Performance!

We have one objective for our clients, to increase ROI across the board. And that means that we have to increase visibility and target the right audience. We use data feed management strategies to segment the product lines.

We create product groups based on attributes and values. We look at the categories, bidding range, the style of product, male or female, top price, the season, the margins and sales volume to find products with a high likelihood of conversion at a profit. We tailor our shopping feed management strategies to convert leads and improve overall ROI. This goes far beyond visibility and customers on the site, it bears directly on profitability.



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PAY PER CLICK MANAGEMENT

Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results humdrum and going nowhere? Do you suspect that your pay-per-click campaign is being run on autopilot? If you haven't heard from your paid search marketing company in months, it may be time for a change. Your competition is going to leave you in the dust if you don't get active and stay on top of it with a forward-looking campaign.

Paid Search with Real World Results

What's the first step in getting great results with a PPC campaign? It comes down to one thing, knowledge. We start the process by getting to know your product inside and out, as well as you business model, your customer base, your potential target audience, your competition, analysing latest trends and more. We take your campaign performance data and develop a winning strategy that leverages every phase of your business to produce strong results. Our PPC strategies give your business the tools it needs for success.



MARKETPLACE MANAGEMENT

Millions Of New Customers Are Waiting, Find The Right Marketplace

The World Patent Marketing team can give you access to millions of new shoppers. We can put your business on sites like Amazon, Rakuten, eBay, and Sears. It doesn't matter what your line of business is, from a company with a single website, one specific brand, or a manufacturer of multiple goods, our marketplace management team will get you the best exposure in the right place.

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Experienced Marketplace Management Offers a Revenue Boost



Ditch those spreadsheets, forget about optimizing, toss those tired and confusing data automating and synchronizing systems in the trash. There is no need to continue to list, and update, and revise your product offerings several times a day. That's not to say that customer service is not important, your product data, prices and inventory had better be accurate. But, there is a better way to do it.

The World Patent Marketing team of marketplace managers know that each marketplace is unique. Developing and inputting product data can be a nightmare, and management can be a challenge. We make your life easier, by taking those tasks off your back. Our team can manage the entire process, so you can focus on running your business.

SOCIAL MEDIA MARKETING

Make a Splash with Social Media Management

Keep your brand front and center in your customer's mind with social media strategies. Popular platforms like Facebook, LinkedIn, Twitter and Pinterest allow you to stay in touch with your customer base 24/7. With a variety of formats, like blogs, tweets, and online videos, you can develop relationships build visibility with potential customers, and rise in search engine rankings. Social media is one avenue to increasing profitability.

World Patent Marketing is a leader in social media management. We create engaging profiles and develop strong customer relationships. We brand your social

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media sites to support your website and ongoing marketing efforts, for maximum effect. Every company and product being different, we create custom campaigns to meet company goals and sales objectives.

Three Key Objectives Of Our Social Media Services
1. Develop an accessible web-friendly site.
2. Ensure that your site is easily shared and accessed by all social media sites
3. Promote your site content to desirable social media communities

We build a strong foundation based on viral content that helps your brand grow. We establish trust and credibility with your customers. We achieve these goals by developing the plan prior to the launch.

EMAIL MARKETING MANAGEMENT



The Most Effective Direct Marketing Tool

E-mail marketing is the most effective sales tool in terms of ROI for many companies. Opt-in e-mail can be the best way to stay in touch with your customer, notify them of news and special offers, and stay front and center on the radar.

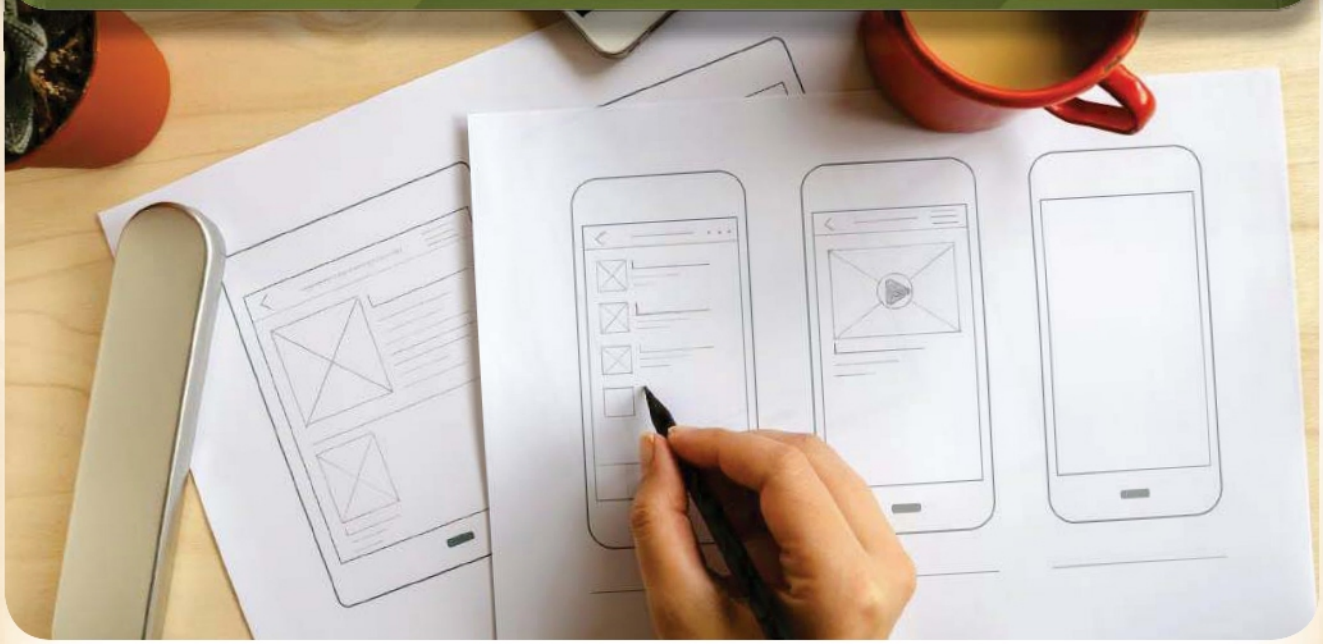
This is quite simply one of the most powerful forms of direct marketing available today. There is no other tool that allows for the same powerful message targeting, building of customer databases, customer support, nurturing ongoing relationships, and tracking of results. In addition, e-mail marketing is inexpensive. Even in a world with a rich social media environment, e-mail is still king when it comes to tested results. At World Patent Marketing, our e-mail marketing service creates custom e-mails for mobile and the web. We design and target your customer base for maximum results. Our detailed reporting includes open rates, clickthrough, conversion, bounce, and spam reporting, among other metrics.

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MOBILE APP DEVELOPMENT



The World Patent Marketing team's diverse skill set allows us to expertly tailor our services to match your exact needs. From full-service engagements to a la carte services, we help our clients launch the best apps & websites possible. Our renowned strategy & planning team works alongside our world class branding and digital design experts. We create beautiful and engaging designs, matched only by the intuitive and innovative user interfaces that those designs are based on. Our expert development and finishing cap it all off

.

BRANDING

When we create a logo, we aren't just creating an identity–we're creating a whole new language.

Absorbing your spec, we create draft concepts. Of those, we select the best and explore further. After strict review and reflection, we narrow down the direction to a single concept. We then explore and refine until your brand is perfect.

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USER EXPERIENCE

It's easy to know what elements you need on the screen. But laying them out is the tricky part.

Have you ever had an app react perfectly on cue and feel totally natural? That's the sign of an expert UI. Achieving this means taking our work beyond mere wireframes. At the end of the UX phase, we will present you with your app's blueprints.

USER INTERFACE

Once wireframes & blueprints are created, we formulate the UI. The UI extends upon the language of your brand to create a fully fledged identity. We select key screens from the blueprints to begin our creation process. Once the UI is finalized, most developers would move on to development. But at World Patent Marketing, that's when we get started with polish.



POLISH

Your app comes to life during UI and UX, but our round of polish is where the magic happens. It's where we add that extra little something that is World Patent Marketing's signature style.

Notice how this site you're on is a bit slicker than the others you've visited lately? That's polish. We perfect animations, transition states, and add all the fine details and special touches that make an app a World Patent Marketing app.

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Concepting & Strategy

From fully fleshed-out concepts to one-sentence pitches, this is where our team stress-tests every project that comes through World Patent Marketing's doors. We want to know why your idea makes sense, why it's going to be successful, why anyone would care about it. This is where our expert strategists will challenge assumptions and overhaul business plans.

Working hand-in-hand with our clients, we take your initial concept and merge it with everything the World Patent Marketing team knows about mobile, about startups, about what does and doesn't work. We turn ideas into actual products.

Once we all agree on a general direction, World Patent Marketing's team fleshes out all the details. One of the great benefits of this process is that minutes in strategy translate to an hour in wireframing, a few hours in design, and days or even weeks in development.

Deliverable: The Feature Set

The feature set is your project's bible. It's a plain-English, written description of how your app is going to work. It's what our designers use to come up with designs and our developers use as a guideline for coding. It is the foundation for all the steps to come.



Branding & Design

One of the biggest is the solid design behind everything we do. In a crowded marketplace, the perfect design will help your product stand out. It's the first touchpoint you'll have with users, and it's important to make it count.

Our diverse group of designers are united by their passion for good design and high-end aesthetic. No matter which of our

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The functionality of your app and how solidly it's coded is critical. But when it comes to first impressions, it's all about design. The look and feel of your app will set the tone for everything else. Our team is deeply experienced and well-trained, with each designer balancing illustrative creativity with a deep understanding of app layout.



Development & Launch

Development isn't just about writing code. The very first step in developing a perfect app is figuring out its architecture. We loop in our lead architect and a team of senior developers to pick the perfect technology stack for your product.

When it's time for development to actually start, we assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new, incremental build at the end of each fortnight.

Incremental quality assurance analysis means that there are no surprises at the end. And once the app is ready for the public, we launch it to the store and your app goes live. Our team does everything from making sure your desired app name is available in the store to ensuring every app gets through Apple's notoriously fickle acceptance process.

Marketing

Launching an app is no easy feat. But getting your app to the store is only half the battle. When it comes to marketing, there is no one-size-fits-all solution. And so World Patent Marketing has built a robust network of in-house marketing experts.



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Getting Expert Help

While your app is in development, our team will assess the marketing goals and opportunities for your app, then proceed with our hand picked roster of experts. From press coverage to explainer videos, we've got you covered.

Getting Noticed By Apple

We have relationships with Apple and we know how they think. If there's any way to get your app featured in the App Store, we'll find it.



Maintenance

We offer maintenance packages that cover everything from the occasional checkup all the way up to ongoing feature expansions and whole new versions.
And when it makes sense to bring on your own team to take over the app, we can help. We'll even put your potential hires through the same rigorous evaluation we created for our own team.

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DESIGN AND ENGINEERING

Concept Generation

Three Dimensional Virtual Prototype

Industrial Design Services

Three Dimensional Product Animations

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CONCEPT GENERATION



At World Patent Marketing, concept development begins with a team effort, to collaborate, share ideas, and work out the details of your invention idea. This is a critical phase of the project, where we seek input from all of the different departments, engineering, design, marketing, manufacturing, in order to arrive at the best solutions quickly. From these sessions, models and drawings are created for your feedback and approval.

These sessions are creative storms, brainstorming is commonly used. Our multi-disciplined team examines the product from various angles, offering input and ideas, trying out all of the possibilities. They look at the project from every possible angle, including engineering, design, materials, manufacturing methods, functionality, details, color and finish. The drawings and models bring these ideas to life and become the starting point for your product.

We have many design choices, the particular product dictates the best method for presenting product drawings and models. When the details are finished, your product is ready to be made into a presentation prototype.

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INDUSTRIAL DESIGN SERVICES

The World Patent Marketing design team works closely with our manufacturing department to create your final product designs. These designs build upon the best aspects of your unique vision, while adapting it to high quality manufacturing requirements. Our goal is to create a product that is useful, elegantly designed, durable, stands out in the marketplace, and can be manufactured at a price point that ensures success in the marketplace. Our teams have extensive experience in designing, refining, developing, and manufacturing successful products. The team incorporates the skills of designers, as well as in the fields of electrical, mechanical, materials, and industrial engineering. This technical knowledge, expertise, and experience are invaluable when it comes to efficiently developing and manufacturing successful, functional products.



Three-Dimensional Product Animation

Our 3D product animations are an important step in the design process. At World Patent Marketing, we have found that 3D product animations, or 3D prototypes as the are also called, are one of the best low cost ways to demonstrate how your product works, what it looks like from every angle, and to refine design details.

Demonstrate Product Details

Video is a great way to advertise and market your product. But during the development stage, 3D animations are superior. With 3D animation, you can test your product without having to go through the expense of making a physical prototype. The 3D animation allows you to look at the product from every angle, almost pick it up and turn it around, and even look at the details inside. And you can zoom in or out, to perfect the smallest details.

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THREE-DIMENSIONAL PRODUCT ANIMATION

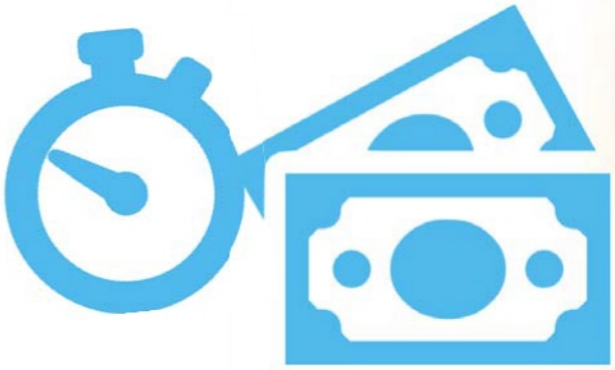


Get to Market Faster

3D animation doesn't require a physical prototype, as video or photography does. So you can begin marketing your product to investors, and retailers faster with 3D animation. With 3D animation you can present your product at meetings and trade shows, without going through the expense of manufacturing the product first.

Save Time and Production Costs

You don't need to hire a film crew and production team to produce a 3D animation. This can save a tremendous amount of time and money. Plus, 3D animations are usually developed from your engineering CAD files, they take advantage of essential work that has already been done. 3D animation can be a real time and money saver over video, particularly in the early stages of the invention process. And product details can be easily changed, allowing for market tests and changes to made easily and efficiently.



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PROTOTYPE

Prototypes are essential to the product development process. High quality prototypes are essential to design, manufacturing, and marketing plans. Technology has rapidly advanced and altered the process of prototype design and production. World Patent Marketing uses the most advanced techniques, selected on a case by case basis to best suit each particular project. We offer four types of prototypes:

FOUR TYPES OF PROTOTYPE

PRESENTATION PROTOTYPE

The first phase of product production involves creating a presentation prototype. This prototype has the look and feel of the actual finished product. It should look and feel like the finished product. It is used to for marketing presentations and to test and finalize design details like the color, texture and finish.

PROOF-OF-CONCEPT PROTOTYPE

The second phase of a product prototype process involves the creation of a proof-of-concept prototype. This prototype usually doesn't look like the finished product, it is created to test if the concept works. These are sometimes necessary for the patent application and investment.

FUNCTIONAL PROTOTYPE

The third phase of a product prototype is the building of a finished model. These are often done in small run manufacturing facilities. It will look and work just like the finished product, but it is not necessarily built in the same manufacturing plant or on the same machines. It is useful for creating an actual physical model of the final product.

PRODUCTION PROTOTYPE

The fourth and final phase of a prototype is an actual working product. It is built on the exact same machines and assembly lines as your final invention. This prototype allows you to approve the details of your invention. It is very important to have a perfect production prototype before proceeding to mass manufacture of your product.

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

AMERICAN OVERSIGHT

Doc ID: 5e1c581283d984d07d954836e7e4f1e2f2f4

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WorldPatentMarketing.com | info@worldpatentmarketing.com

CREATING THE PROTOTYPE

Your Design Becomes Reality

World Patent Marketing uses prototypes as a design tool. They help us to refine the product concept, they are models of the final product.

Prototyping is crucial to product development since you're creating a unique product.

Prototypes allow you to thoroughly examine your design, test it and alter it and test it again. Prototyping allows the developer to check for flaws and to make sure the product works correctly and is easy to use. In addition, the prototype is a physical version of your idea that can be shown to potential investors. One other crucial part of prototype testing is safety. The prototypes offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.



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ADVANTAGES OF PROTOTYPES

1. Prototypes enable you to test and refine your design. This includes for functionality, appearance, and cost of manufacturing. There is no substitute for a physical model when it comes time to make the final assessment on these processes and features. A physical prototype allows you to determine if the product works as expected, and eliminate unforeseen issues or potential problems.

2. Prototypes allow you test the performance of different materials. The only way to be sure that particular materials will be durable and stand up to the required use for a new invention, is to build a prototype and test it. The prototype allows you to discover and repair design flaws early in the invention process.

3. Prototypes help you to communicate the features and function of your product more easily; that includes to investors, buyers, and most importantly your product development team.

4. Great prototypes encourage others to take your product seriously. There is simply no question that in a head to head competition between two product ideas, the inventor with the superior prototype is going to shine and have greater credibility. It's simply human nature. A high quality prototype can put you over the top and provide an edge in attracting investors and a quality team.



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WPM CHINA MANUFACTURING

Your One Stop Shop to Build and Scale New Products Successfully

World Patent Marketing has developed a well-tested process which streamlines the manufacturing of new products. We can build new products efficiently, and rapidly scale the process for large production in minimal time. With manufacturing hubs in Shanghai Hangzhou, and Shenzhen, we offer maximum flexibility and efficiency.

The Build Process

The Scale Process

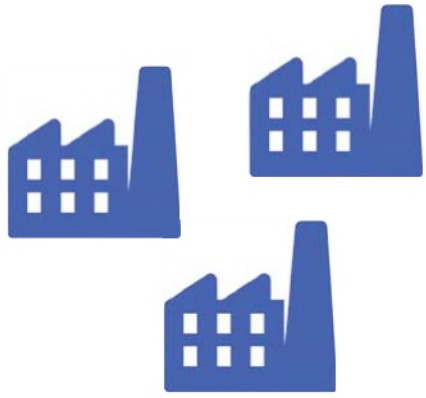
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THE BUILD PROCESS

VETTED FACTORIES



Choosing the right factory is one of the most important aspects of production. It is also the one in which most lone entrepreneurs make their biggest mistake. They simply do not know what to look for or how to protect their interests. World Patent Marketing overcomes this problem by having a core group of factories at our disposal. These facilities are carefully vetted and over time we have established trust and confidence with the staff. Our facilities have varying specialties and we are aware of which factories are best for particular inventions and products. With our network of facilities we can manufacture products in almost any product category. We have bullet-proof supplier agreements that protect your interest in both production quality and protection of intellectual property.



INDUSTRY EXPERTS

Over the last several decades, Asia has become the manufacturer of the world. As such, they have the most experienced experts and manufacturing talent on the planet. World Patent Marketing has attracted the best of them, creating a team of qualified industry experts in a wide field of manufacturing services. Whether you require plastic injection molding, material stamping, PCB fabrication, high-tech batteries, sophisticated optics, machining or fabrication, our team is up to the task. Our factory representatives work closely with design teams and inventors to overcome design and engineering challenges and produce high quality finished products. Our Expert Agreement protects intellectual property throughout the process.

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MERCHANDISING HUBS

World Patent Marketing incorporates merchandise hubs to keep projects on track. Our product teams oversee and coordinate the entire product development process. Through a variety of proprietary communications technology and communication software, we manage tasks, track discussion, maintain files on changes and sign-offs, and make it available online so the entire team can stay current on development progress. Frequent communication is required to successfully complete projects. We have developed a system to maintain clear, transparent and open communication at all times. Our hubs keep everyone in touch and projects on track.



SMALL BATCH MANUFACTURING

First orders are usually for small-runs of a product. These do not require large-scale manufacturing. We have facilities in China that are dedicated to smaller production runs. They coordinate with other facilities, to easily transfer tooling and technology to larger factories.

PRODUCT CERTIFICATION

Product certification is critical in almost every industry, from consumer products, to electronics, and medical devices. We partner with various agencies and companies to make the process smooth and efficient. Their 40,000 employees worldwide ensure that you have the correct information, testing and certification for your destination market.



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THE SCALE PROCESS

SCALE METHOD

Manufacturing is one of the most important aspects to developing and launching a product in the marketplace. It affects the quality and price of your final product. As your product becomes successful, one of the challenges is scaling production from small runs to larger runs. Because of our numerous core facilities throughout China, we are able to quickly, efficiently, and reliably scale production for our products.

OPERATIONS

Operating manufacturing facilities in China is fraught with difficulties for the unwary investor who lacks on the ground connections. Management of those operations is critical to your success. We have created a standardized process that streamlines the process and provides quality control and communication at every level. Our merchandisers, who are located in country at our hubs, oversee all operations from fulfillment to shipping and tracking. They also handle inventory control, testing and maintenance. Our method offers reliability, efficiency and low cost to our clients.





PRODUCT EXTENSIONS

Sustaining continual growth requires innovation and advancement, in the form of frequent product updates and product line extensions. As a One Stop Shop, World Patent Marketing has the

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team resources, and the depth of specialized talents, to help you quickly accelerate your product development strategies and bring updates and extensions online continuously. Our strategic partnership with a number of companies which give us access to a team of top-notch freelance designers who can handle all aspects of industrial, packaging, and graphic design. All of the tools you need are at your disposal with a phone call or e-mail.



SALES CHANNEL DEVELOPMENT

Let us help you sell your product. We have developed an extensive network of strong relationships with some of the largest retailers in North America and Europe. With our network and strength, you can breakthrough the "single vendor" problem, and reach the buyers you need to put your product on the shelves.

PURCHASE ORDER FINANCING

Tap into our network to solve cash flow problems. As you scale, cash flow becomes increasingly challenging. Therefore, we offer purchase order financing for products manufactured in our facilities. We also have a network of investors who can provide growth capital on an equity sharing basis for products in need of liquid capital.

FREIGHT & LOGISTICS SUPPORT

We offer logistics support through a number of third party partners. These operations are housed stateside, with both offices and warehouses. Through them, we are able to offer warehousing, order fulfillment, shipping, distribution and customs services. This allows us to offer vertically integrated services from the factory floor to the customer



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CHINESE MARKET

Everyone wants to crack the one-billion person market, China. Yet, selling products in China is almost impossible for American and Europeans lacking connections. We can solve that problem on several fronts, including consumer messaging, distribution, online sales, and retail stores. We can help you put your product on the shelves in China.

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FREE PATENT REFERRAL

Is your idea protected?

World Patent Marketing can refer you to an independent patent attorney or agent that is part of WPM's Patent Referral Network. He or she can help prepare a utility, design or plant patent application with the US Patent and Trademark Office. World Patent Marketing is not a law firm and does not provide legal advice. All legal questions regarding the patent filings must be communicated directly with your selected patent practitioner.

THE PROVISIONAL PATENT APPLICATION

- Allows you up to a year of protection, during which time you can determine the commercial potential of your invention. This is a window of opportunity before you need to commit to the cost of filing and prosecution of a regular application for a patent. When you file the provisional patent application, you are allowed a year to assess the potential. A year may not be enough time to fully assess the value and potential of an invention, but it is nonetheless a valuable window that protects your invention while you begin the steps of production and marketing. If you have not found any interest at all in a year, you may want to rethink going through the time and expense of filing for a regular patent.

- When you have a provisional patent, you use a "Patent Pending" notice to prevent people from infringing upon or copying your invention. The notice lets people know that you have gone through the appropriate steps to protect your invention, and that they cannot copy it or reproduce it. It may seem to be a small protection, but most of the types of people who actively look for good ideas to steal and copy, will automatically stay away from those marked "patent pending." It isn't worth it to them to get involved in a patent battle or lawsuit. The "patent pending" notice has much the same effect as a sign on the front of a house stating that there is monitored burglar surveillance; thieves leave both of them alone.

- An important aspect of the provisional patent application filing is that it established a fixed and legal date. If the provisional patent is granted, it is enforced from the day of the filing. The United States is now a first-to-file country, so the filing date is important for inventors' rights.

- The provisional patent application offers inventors privacy along with protection. Provisional patents are confidential, unlike regular patents. During the 12 month period, no one can find out information about your patent, and no information can be disclosed, except under two cases:

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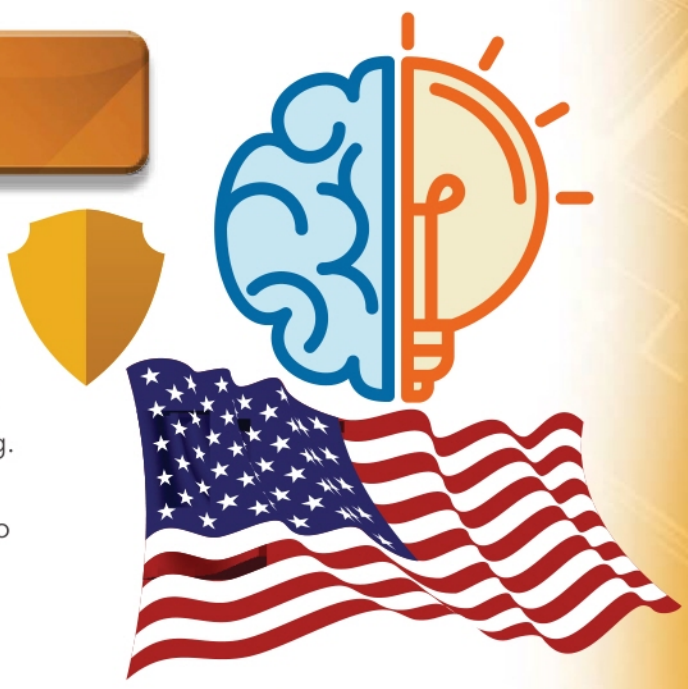
Doc ID: 5e1c581283d984d07d954836e7e41e2f2f4

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1. When you make regular patent application in that time.
2. When there is a dispute regarding your rights to the patent.

With these two exceptions, the provisional patent is a confidential document that keeps the details regarding your invention safe.

UTILITY PATENT PROTECTION
(U.S. Protection Only)



Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof. The utility patent generally permits its owner to prevent others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".



DESIGN PATENT APPLICATION
(U.S. Protection Only)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right, a bit like copyright for products. Ornamental designs of jewelry, clothing, food containers and computer icons are examples of objects that are covered by design patents. The Design Patent permits its owner to exclude others from making, using, or selling the design. Design patents are granted for the term of fifteen years.

✓

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HELLOSIGN

Audit Trail

TITLE	Smart Product Building Guide
FILE NAME	WPM-SPBCI.compressed.pdf
DOCUMENT ID	5e1c58f2836984d07f9548a67ec41e2f2f45c40c
STATUS	Completed

Document History

VIEWED	**09/29/2016** 13:10:18 UTC-5	Viewed by - (v027124@gmail.com) IP: 72.184.174.26
SIGNED	**09/29/2016** 13:33:08 UTC-5	Signed by - (v027124@gmail.com) IP: 173.46.78.139
COMPLETED	**09/29/2016** 13:33:08 UTC-5	The document has been completed.

AMERICAN OVERSIGHT

To: "scott"
From: PR Video Support
Sent: Tue 12/2/2014 7:35:40 PM
Subject: Re: Video Project ID #782 [#593115]
Matthew Whitaker Script.doc

-- reply above this line --

Dear Industries,

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. - Aaron

---

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] ----------

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It also offers free evaluation services and consultation for patents. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit world patent marketing dot com.

We hope this response has sufficiently answered your questions. If not, ***please do not send another email.***
Instead, login to your account for a complete archive of all your support requests and responses.

Your PR Video Team,

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For more information, visit world patent marketing dot com.

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To: "scott"
Cc: (b)(6) @loboads.com]
From: Russ Petrocine
Sent: Wed 11/26/2014 7:39:51 PM
Subject: FW: World Patent Marketing TV and Print Concepts
#1WorldPatentTVscript12.14.doc
#2WorldPatentTVscript12.14.doc
#3WorldPatentTVscript.12.14.doc
15-SECWorldPatentTVscriptS.12.14.doc.docx
WORLD PATENT MARKG..pdf

Scott,

Good afternoon. Attached are 3 scripts and outlines for 60 second DR spots, 15 second scripts and print concepts.

We tried to make the spots interesting- but relatively simple to shoot.

We used Matt as the spokesperson but then added a voiceover to make the offer. We don't want Matt being a "shill" rather he should be a knowledgeable, trusting presence.

Please review and let me know when on Monday you would like to discuss. I am free pretty much the entire day.

Have a nice Thanksgiving.

LoBo & Petrocine
MARKETING COMMUNICATIONS
Russ Petrocine | President
631.421.3142 Ext. 129

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TV COMMERCIAL

WORLD PATENT MARKETING
:60 Sec DIRECT RESPONSE TV

SCRIPT #1 "FRESH FACES & IDEAS"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON EXTREME CLOSE-UPS OF ATTRACTIVE BUT REAL-LOOKING PEOPLE, AGES 30 TO 60/ETHNIC MIX. ALL ARE SHOT ON WHITE NO-SEAM BACKGROUND. EACH SAYS A LINE.

WOMAN: I've got one.

MAN: It's a winner.

WOMAN: Incredible.

MAN: Can't miss.

MAN: It'll change the world.

MATTHEW WHITAKER (OR OTHER SPOKESPERSON) SHOT ON GREEN SCREEN, GIVING US THE FLEXIBILITY TO PUT HIM IN ANY ENVIRONMENT WITH ANY THING PROJECTED BEHIND OR NEXT TO HIM.

CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

AMERICAN OVERSIGHT

MATT: Hi, I'm Matt Whitaker for World Patent Marketing.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

Do you have an idea for a new product or invention?

WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

Do you want to sell it for a cash payout or royalties?

THE BIG, BOLD WORDS "PROTECT" AND "PROFIT" ARE PROJECTED BEHIND MATT.

World Patent Marketing can help you protect your idea and profit from it.

AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR RETAILERS ASSOCIATED WITH WPM APPEAR ON STOCK FOOTAGE OF AMERICAN FLAG RIPPLING IN THE WIND.

They've helped patent and bring to market over 1,200 products currently sold across the U.S.

AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.

Let World Patent Marketing help unlock your invention's potential, walking you through every step, from inception to sales.

AMERICAN OVERSIGHT

CUT TO CARD WITH FREE TRIAL OFFER ON IT:

FREE, NO-OBLIGATION INVENTION CONSULTATION

- **COMPLETELY CONFIDENTIAL**
- **A $270 VALUE**
- **CALL 24/7 FOR AN APPOINTMENT**

VO TALENT: One call starts it all. And now, you can get a FREE, no-obligation invention consultation.

You have nothing to lose and everything to gain. So call now!

CUT BACK TO MATT WITH WORLD PATENT MARKETING LOGO BEHIND HIM.

MATT: Put your trust **and invention idea** where they belong…World Patent Marketing.

PROJECTION BEHIND MATT CHANGES TO A LIST OF COMPANIES WHO AWARDED WPM FIVE-STAR REVIEW: FROM GOOGLE, TRUSTPILOT, SHOPPER APPROVED, CUSTOMER LOBBY, RESELLERRATINGS.COM.

They're the **ONLY** patent assistance company awarded a five-star review rating.

It's time to share your idea with the world… and reap the rewards!

END CARD WITH WPM LOGO/PHONE NUMBER AND OTHER PERTINENT COMPANY INFO: I.E. FEATURED ON CNBC AND IN THE WALL STREET JOURNAL, INC. MAGAZINE, ENTREPRENEUR & THE NEW YORK TIMES

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TV COPY

WORLD PATENT MARKETING
:60 Sec DIRECT RESPONSE TV

SCRIPT #2 "THE FIRST THING"

WPM-T-114/DECEMBER 2014

MUSIC UP

MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES. HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.

MATT VO: Don't know the first thing about patenting an invention or bringing it to market?

BURST OF LIGHT

CUT TO REVERSE ANGLE OF COMPUTER SCREEN WITH WPM LOGO ON IT.

Now you do.

Call World Patent Marketing.

CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT ON CAMERA: Hi, I'm Matt Whitaker.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

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AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.

World Patent Marketing is full service and fully committed to your success.

WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM WITH THE WORDS: "FULL SERVICE" & "FULLY COMMITTED".

CUT TO CARD WITH FREE TRIAL OFFER ON IT:
FREE, NO-OBLIGATION INVENTION CONSULTATION
- **COMPLETELY CONFIDENTIAL**
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The world is waiting for the next great thing. So what are you waiting for?

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VO TALENT: Call now for your FREE invention consultation.

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WORLD PATENT MARKETING
:60 Sec DIRECT RESPONSE TV

SCRIPT #3 "NO GOOD"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON) TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT: A new product idea or invention does you and the world absolutely no good if its kept…

CUT TO A COMPUTER LAPTOP CLOSING SHUT.

Here.

CUT TO FILE CABINET SLAMMING SHUT.

Here.

CUT TO A SAFE DOOR SWINGING SHUT.

Here.

CUT TO MAN'S BALD HEAD CROPPED FROM THE EYES UP WITH INDEX FINGERS POINTING TO HIS TEMPLES.

Or in here.

AMERICAN OVERSIGHT

CUT TO MATT ON PLAIN AS WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

MATT: Hi, I'm Matt Whitaker for World Patent Marketing.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

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They're the **ONLY** patent assistance company awarded a five-star review rating.

So stop dreaming about what could be and start believing in yourself.

END CARD WITH WPM LOGO/PHONE NUMBER AND OTHER PERTINENT COMPANY INFO: I.E. FEATURED ON CNBC AND IN THE WALL STREET JOURNAL, INC. MAGAZINE, ENTREPRENEUR & THE NEW YORK TIMES

VO TALENT: Call now for your FREE invention consultation.

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:15 Sec DIRECT RESPONSE TV

SCRIPT #4 "THE FIRST THING"

WPM-T-114/DECEMBER 2014

MUSIC UP

MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES. HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.

MATT VO: Don't know the first thing about patenting an invention or bringing it to market?

BURST OF LIGHT

CUT TO REVERSE ANGLE OF COMPUTER SCREEN WITH WPM LOGO ON IT.

Now you do.

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:15 Sec DIRECT RESPONSE TV

SCRIPT #5 "NO IDEA"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON) TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT: Got an idea for a new product or invention…

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

WORLD PATENT MARKETING LOGO PROJECTS BEHIND MATT.

…but no idea how to patent it or bring it to market?

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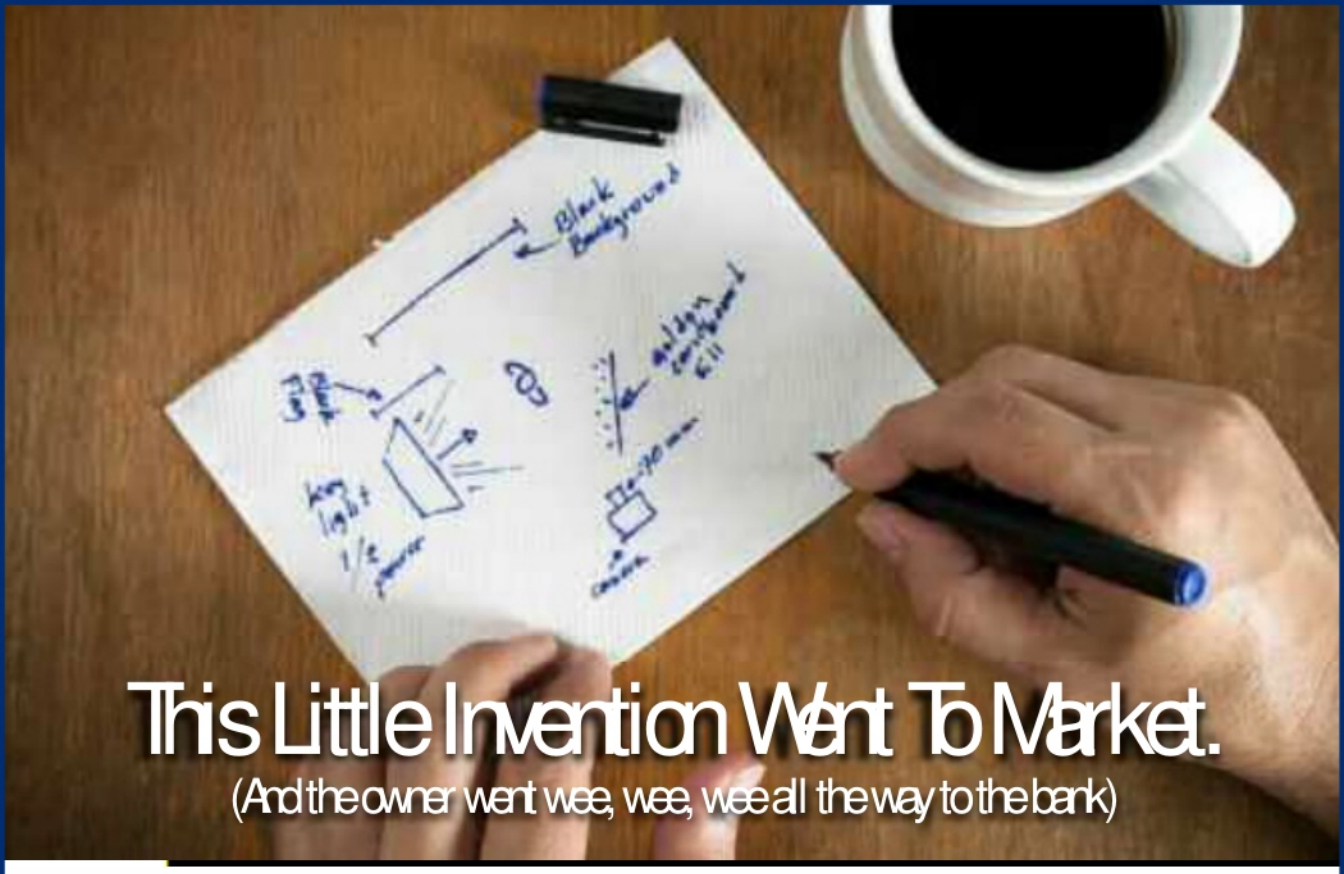
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This Little Invention Went To Market.

(And the owner went wee, wee, wee all the way to the bank)

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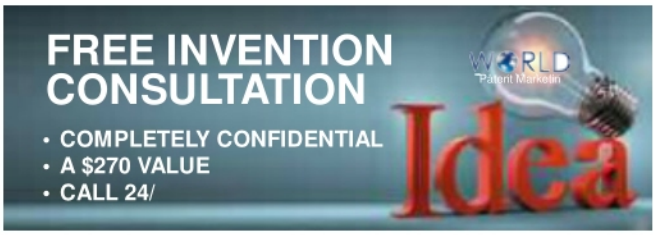
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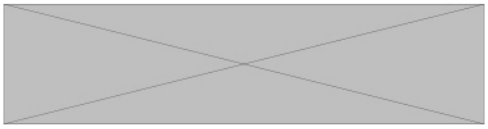
AMERICAN OVERSIGHT

To: Johnny Graham[johnny@worldpatentmarketing.com]
From: Esti P
Sent: Tue 12/20/2016 7:22:12 PM
Subject: Re: In response to John Althouse

The response looks good but I wouldn't send anything without scott approving.
I suggest forwarding this to him and asking for his thoughts.

Thanks,

Esti Prager
Chief Operating Officer
esti@worldpatentmarketing.com
888-926-8174 | Ext: 305
Direct: 305-602-8368 | Fax: 888-689-2485
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On Dec 20, 2016, at 9:20 AM, Johnny Graham <johnny@worldpatentmarketing.com> wrote:

> Since I never got a response from Scott (other than him asking how dumb I was) I asked other managers how to handle those 8 questions I forwarded you yesterday. This is what I gathered, and I wanted you to see it first before I sent it.
> When clients send these kinds of questions (especially when it's sent directly to the CEO) it's important we respond quickly to avoid looking like we have something to hide. What do you think of this response?
> "Hello Inventor,
>
> I am happy to answer your questions and address any concerns. These questions come from the AIPA (American Inventor's Protection Act). The American inventors protection act is to protect inventors from **invention promotion companies** that solicit inventors to pay for marketing materials to promote an invention. World Patent Marketing IS NOT an invention promotion company. We are a manufacturer, engineer of patented products, product developer and licensee. The USPTO and FCC does not categorize WPM as an invention promotion company; and, as a result, WPM does not publicize some of this data. However, these questions are understandable and I want to encourage you to re-visit our website and review the last success stories that have been published. Often times, the long legal process of obtaining a licensing agreement may discourage an inventor. An invention promotion company only promotes marketing material you purchase and does not cover licensing negotiations which is what really makes this possible. Since developing a product or obtaining a licensing offer from another manufacture requires so much more than promotion, the USPTO is trying to warn you of these organizations. Which we are not.
>
> As far as our reputation, WPM is a leader is new product development. We have never been associated with any invention promotion companies and we pride ourselves in being a REAL platform for products. We have several products that have been licensed and that we manufacture ourselves; and, the option for you to look into manufacturing with us always stands. Please review our success stories, watch the product commercials, and look into our Advisory Board. Mathew G. Whitaker is a former state attorney and he is on our advisory board along with many other reputable Political, Military, Civilian, and Medical experts. We are looking forward to being part of your project and we are very optimistic of the opportunity. We appreciate your patience as we execute your project. Please let me know if you have any further questions.
>
> https://worldpatentmarketing.com/invention-team/
>
> https://worldpatentmarketing.com/success-stories/

AMERICAN OVERSIGHT

Thank you,"

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To: Len Manzano[len@worldpatentmarketing.com]
From: Esti P
Sent: Thur 12/1/2016 9:18:36 PM
Subject: FW: page 4 phase 2 packet
WPM-CertV2.pdf

Read chain below..

Esti Prager
Chief Operating Officer
esti@worldpatentmarketing.com
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Direct: 305-602-8368 | Fax: 888-689-2485
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From: (b)(6) @gmail.com]
Sent: Monday, October 10, 2016 3:11 PM
To: Esti P <esti@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Is this how you want it?

Regards,
(b)(6)

On Sat, Oct 8, 2016 at 8:18 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Actually its not so off, sorry I opened it with a different software..

Move Scott to the first row with the advisory board and move AL to the second and Moti from the second row to the last

Also Invention and Inventor only need one row for each, not 2.

Thanks!

Esti Prager
Chief Operating Officer
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From: (b)(6) @gmail.com]
Sent: Friday, October 7, 2016 5:23 AM
To: Esti P <esti@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Glad to hear you are all safe :-)

BTW, here is the revised PDF. Please let me know if I got it right.

Regards,
(b)(6)

On Fri, Oct 7, 2016 at 10:32 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Thank you! Thank god it passes us:)

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Chief Operating Officer
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On Oct 6, 2016, at 9:53 PM, (b)(6) @gmail.com> wrote:

Hi Esti,

I see it now. Will edit the layout and send it to you as soon as I am done.

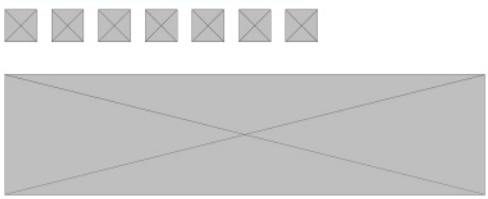
I heard about the hurricane. I hope all of you are safe and doing fine over there.

Thanks and regards,
(b)(6)

On Fri, Oct 7, 2016 at 9:49 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Do you see the attatched?

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From: (b)(6) @gmail.com]
Sent: Thursday, October 6, 2016 9:29 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>; Scott Cooper <scott@worldpatentmarketing.com>; Len Manzano <len@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Sorry for the late reply.

I can't find the "official patent image" that you attached from your previous email.

Please re-sent the attachment so I can process it ASAP.

Thanks and regards,
(b)(6)

On Fri, Oct 7, 2016 at 9:01 AM, Esti P <esti@worldpatentmarketing.com> wrote:
(b)(6)
Did you receive this? I haven't heard back?

Esti Prager
Chief Operating Officer

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Miami Beach, Florida 33139
305-602-8368 Direct
305-330-9266 ext 305

esti@worldpatentmarketing.com

Esti P [mailto:esti@worldpatentmarketing.com]
Sent: Wednesday, October 5, 2016 5:38 PM
To: (b)(6) @gmail.com>; janice lee <janice.lee@worldpatentmarketing.com>
Cc: esti@worldpatentmarketing.com
Subject: FW: page 4 phase 2 packet

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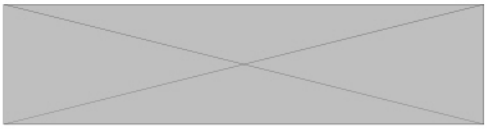
(b)(6) –I want the certificate to look more like the attached image “official patent image”
Where it says “the united states of America” it should say “would patent marketing.
Same style border as the official patent
Leave room for a seal which will be applying in person (like in our image)
And have all the WPM board on it like in the certificate you originally attached, Scott should be the same size as the rest of the board and not set apart. Please use the latest updated to this board page, which you should have the file for.
There should still be 2 lines for inventor and invention on the bottom or wherever appropriate fits, and a room for Scott’s signature which we will print automatically on to it.

Let me know if you have any questions.

I need this by tomorrow EOD please.

Thanks!

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Chief Operating Officer
esti@worldpatentmarketing.com
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Direct: 305-602-8368 | Fax: 888-689-2485
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From: (b)(6) @gmail.com]
Sent: Wednesday, September 21, 2016 2:22 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Este,

Here is the revised PDF.

Just to clear things. Once you are happy with the layout, I will replace page 4 with this one, right?

Regards,
(b)(6)

On Thu, Sep 22, 2016 at 1:48 AM, Esti P <esti@worldpatentmarketing.com> wrote:
This is exactly how I want it—can you please add 2 lines:

Inventor:_____
Invention:_____

Esti Prager
Chief Operating Officer

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305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Wednesday, September 21, 2016 10:34 AM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

So sorry I was not able to get back to you so soon.

Attached is a sample design of the certificate for page 4. Please let me know if this is the way how you want it.

Thanks and regards,
(b)(6)

On Fri, Sep 16, 2016 at 3:44 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Page 4 with scott and all the ambassadors in a format we can convert into a certificate.

The page is titled "certificate of endorsement"

Esti Prager
Chief Operating Officer

World Patent Marketing
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Miami Beach, Florida 33139
305-602-8368 Direct
305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Thursday, September 15, 2016 3:29 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti.

Yes it is blank. I thought you'll be the one to put the text on it. Sorry for the confusion. Anyway, what text do you want me to put in it?

Regards,
(b)(6)

On Fri, Sep 16, 2016 at 3:10 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Hi (b)(6)

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It is showing up blank for me—all it says is invention at the top. Please advise.

Thank you,

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Chief Operating Officer

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305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Thursday, September 15, 2016 1:21 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Here is a certificate version of the page but it is in MS Word format, so people can easily put or replace new text on it.

Let me know what you think.

Regards,
(b)(6)

On Thu, Sep 15, 2016 at 6:40 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Hi (b)(6)

Can you send us page 4 edited to look like an actual certificate that has the header and footer removed, as well as the background.

Put in a line that says "Inventor: " " Invention:"

Both should have editable lines next to them so the marketing department can fill in the blank.

Thanks,
Esti Prager
Chief Operating Officer

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OUR INVENTION TEAM ADVISORY BOARD



CEO & Creative Director

SCOTT J. COOPER

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation.



AMBASSADOR & LIEUTENANT GENERAL

DELL L. DAILEY

Head of the US State Department's counter terrorism office from July 2007 to April 2009, after a 36 year career in the US Army.



PROFESSOR OF INFECTIOUS DISEASES

AILEEN M. MARTY

Appointed to President Barack Obama's Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB).



GENERAL IN ISRAEL DEFENSE FORCES

NITZAN NURIEL

Honored by the US Congress for his commitment to Counter Terrorism and World Security. Director of Israeli Counter Terrorism Bureau.



FORMER UNITED STATES ATTORNEY

MATTHEW G. WHITAKER

Appointed by President George Bush. Republican Candidate for US Senate. Director of Foundation for Accountability & Civic Trust.



VICE ADMIRAL UNITED STATES NAVY

AL KONETZNI

Nuclear Submarine Commander, Deputy and Chief of Staff Fleet Forces Command, Pentagon, Commander US Pacific Fleet



CANDIDATE FOR US CONGRESS

BRIAN MAST

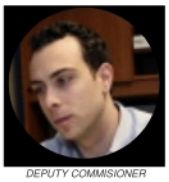
Special Guest of Vice President Biden to State of the Union. Gulf War Veteran. Detonation Expert. Double Amputee.



AFRICAN PRESIDENTIAL CANDIDATE

PASCAL KOYAGBELE

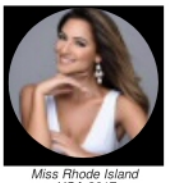
Central African Republic. Leader of KITE Political Party. Winner of Voice Achievers Award. Revolution of Happiness.



DEPUTY COMMISIONER

RICHARD SULAKA, JR.

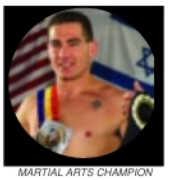
Macomb County Deputy Commissioner of Public Works. Honored by City of Warren as Volunteer and Mentor of the Year.



Miss Rhode Island USA 2017

KELSEY SWANSON

WPM Goodwill Ambassador Focusing on breast cancer awareness and dedicated to ending the physical and economic Isolation of those living with disabilities



MARTIAL ARTS CHAMPION

MOTI HORENSTEIN

Heavyweight Champion. Special Forces Commando Unit in Israel Defense Forces. Guiness Book of World Records Holder.



PROFESSOR OF PHYSICS

RONALD MALLETT

Ronald Mallet is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



DA VINCI ROBOTICS SURGEON

CHRISTOPHER SEAVER

Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY DEMOCRATS

OMAR RIVERO

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

ERIC CREIZMAN

Founding member of Creizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

Invention: Inventor:

_____

_____

Scott J. Cooper

AMERICAN OVERSIGHT

ADVISORY BOARD

A group of individuals who've been selected to help advise a business owner regarding any number of business issues, including marketing, sales, financing, expansion and so on; a body that advises the board of directors and management of a corporation but does not have authority to vote on corporate matters.



Lindsey Conway
Managing Director

Duis lacus neque, viverra ut vestibulum vitae, venenatis quis nisl. Cras ac dictum felis. Duis egestas dui vel urna tempus ornare. Integer efficitur magna eu ex blandit, id pellentesque tellus elementum. Integer sed fermentum leo. Nulla rutrum leo imperdiet scelerisque gravida. Cras ac malesuada metus, ut pulvinar risus. Cras faucibus nisi ut quam venenatis bibendum ac nec orci.



Omar Rivero
Founder of Occupy Democrats

Omar Rivero is the founder and editor-in-chief of Occupy Democrats, a grassroots political organization that has close to 300,000 likes on Facebook. He studied Industrial Labor and Relations at Cornell University, earned a Master's in European Business from the European School of Management (ESCP-EAP), and is now a political activist. Omar ran for office for the Florida House in District 118 and intends to run again in 2016.



Richard Sulaka, Jr.
Macomb County Deputy Commissioner

Richard Sulaka, Jr. represents the new American dream. He is a fiscal conservative, who believes that a strong American manufacturing base is critical to American prosperity. Since 2008, Richard has owned and managed a consultant and investment firm, and he currently serves as Macomb County's Deputy Public Works Commissioner, but his commitment to public service runs deep. In 2012, the City of Warren recognized him as one of their Volunteers of the Year, and he has twice received nominations for Mentor of the Year from the award-winning Winning Futures program.



Matthew G. Whitaker
Former US Attorney

Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush. As the United States Attorney for the Southern District of Iowa, Whitaker obtained invaluable insight and experience regarding the enforcement of federal crimes including mail and wire fraud, public corruption, child pornography, firearms violations, drug trafficking, corporate fraud, terrorism financing and other scams.

AMERICAN OVERSIGHT
FTC-18-0836-A-000223
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From: Daffan, Kathleen
To: Evans, James; Robbins, Colleen B.; Goodman, Jody
Subject: article
Date: Thursday, November 08, 2018 9:51:21 AM

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https://www.miaminewtimes.com/news/matthew-whitaker-pick-as-acting-attorney-general-stuns-jilted-world-patent-marketing-customers-10895227

AMERICAN OVERSIGHT

From: Federal Trade Commission
To: Evans, James
Subject: Daily Clips
Date: Thursday, November 08, 2018 2:33:08 PM

Non Responsive Record

CONSUMER PROTECTION

Non Responsive Record

Whitaker's link to a 'scam' company that was shut down by the government. WRAL.com

Jeff Sessions' Successor Had Advised Company Accused of Scam. WSJ (pasted below)

Who is Matthew Whitaker, the acting US Attorney General? Springfield News Sun

Acting AG was involved in company accused of being a 'scam' by FTC. The Hill

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Non Responsive Record

Wall Street Journal

Jeff Sessions' Successor Had Advised Company Accused of Scam

Acting Attorney General Matthew Whitaker was a paid adviser to World Patent Marketing, closed by Federal Trade Commission last year

By Mark Maremont

AMERICAN OVERSIGHT

Matthew Whitaker, appointed acting attorney general on Wednesday after Jeff Sessions resigned, was a paid advisory-board member of an invention-promotion company shut down by federal regulators last year as an alleged scam.

The Federal Trade Commission last year accused World Patent Marketing Inc., of Miami Beach, Fla., of scamming would-be inventors by charging them thousands of dollars to patent and promote their inventions. The company "provided almost no service in return" and threatened people who complained, the regulator said.

The FTC alleged that the scheme, which it said was promoted through "bogus 'success stories' and testimonials," began in early 2014. The agency found that consumers lost about $26 million; some allegedly ended up in debt or lost their life savings.

A Justice Department spokeswoman declined comment on Mr. Whitaker's behalf.

World Patent Marketing announced in October 2014 that Mr. Whitaker, a former U.S. attorney in Iowa, had joined its advisory board.

A December 2014 company press release quoted Mr. Whitaker as saying: "As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business 'ethically' and translates them into action."

World Patent Marketing promotional videos and photos show Mr. Whitaker reviewing invention ideas with the company's founder, and the FTC included in court exhibits an email from Mr. Whitaker acting on behalf of the company and threatening a customer who complained with potential "serious civil and criminal consequences." The August 2015 email was reviewed by The Wall Street Journal.

An article in the Miami New Times from August 2017 recounted Mr. Whitaker's role with the company.

Mr. Whitaker was paid a total of $9,375 in advisory fees by World Patent Marketing in five installments between 2014 and early 2016, according to documents filed in the FTC civil lawsuit, in U.S. District Court in Miami. He was owed a further $7,500 at the time the FTC moved to seize the company, the documents show.

World Patent Marketing and its founder settled the FTC case earlier this year, agreeing not to promote any patent-marketing services. The founder also agreed to turn over a Miami Beach waterfront property he owned to the FTC, court records show.

Jonathan Perlman, a court-appointed receiver in the World Patent Marketing case, said in an interview with the Journal that the company had a 12-member advisory board, generally people the founder had met socially. He said "some received payments for which they said they didn't do anything."

Mr. Perlman said he asked all the advisory-board members to repay the sums they received. Some agreed, he said, adding that Mr. Whitaker didn't respond to a demand letter.

The court-appointed receiver cautioned that Mr. Whitaker might not have said everything attributed to him by World Patent Marketing, adding that the company founder "was a salesman who could go pretty far in saying

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things to make it look better."

Note: *The Office of Public Affairs compiles the FTC's Daily Clips. An archive of previous versions of Daily Clips is available in PDF format on the intranet.*

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From: TrackingUpdates@fedex.com
To: Evans, James
Subject: FedEx Shipment 770429735709 Delivered
Date: Friday, October 06, 2017 1:45:21 PM

FedEx®

Your package has been delivered

Tracking # 770429735709

Ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Delivered

Delivery date:
Fri, 10/6/2017 12:42 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US

Shipment Facts

Our records indicate that the following package has been delivered.

Tracking number:	770429735709
Status:	Delivered: 10/06/2017 12:42 PM Signed for By: Signature Release on file
Purchase order number:	1144
Reference:	x170024
Signed for by:	Signature Release on file
Delivery location:	DES MOINES, IA
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday
Standard transit:	10/6/2017 by 3:00 pm

Please do not respond to this message. This email was sent from an unattended mailbox. This report was generated at approximately 12:45 PM CDT on 10/06/2017.

All weights are estimated.

To track the latest status of your shipment, click on the tracking number above.

Standard transit is the date and time the package is scheduled to be delivered by, based on the selected service, destination and ship date. Limitations and exceptions may apply. Please see the FedEx Service Guide for terms and conditions of service, including the FedEx Money-Back Guarantee, or contact your FedEx Customer Support representative.

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From: TrackingUpdates@fedex.com
To: Evans, James
Subject: FedEx Shipment 770429735709 Notification
Date: Thursday, October 05, 2017 3:16:46 PM

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See "Preparing for Delivery" for helpful tips

Tracking # 770429735709

Anticipated ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Initiated

Scheduled delivery:
Fri, 10/6/2017 by 3:00 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US

Shipment Facts

Tracking number:	770429735709
Purchase order number:	1144
Reference:	x170024
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday

Preparing for Delivery

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To: Evans, James
Subject: FedEx Shipment 770429735709 Tendered to FedEx
Date: Thursday, October 05, 2017 6:59:32 PM

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Tracking # 770429735709

Ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Picked up

Scheduled delivery:
Fri, 10/6/2017 by 3:00 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US

Shipment Facts

Tracking number:	770429735709
Purchase order number:	1144
Reference:	x170024
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday
Standard transit:	10/6/2017 by 3:00 pm

Preparing for Delivery

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Standard transit is the date and time the package is scheduled to be delivered by, based on the selected service, destination and ship date. Limitations and exceptions may apply. Please see the FedEx Service Guide for terms and conditions of service, including the FedEx Money-Back Guarantee, or contact your FedEx Customer Support representative.

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Thank you for your business.

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(b)(5)

Begin Forwarded Message:

From: "Nick Fountain" (b)(6)
Subject: RE: NPR Request
Date: 13 November 2018 18:47
To: "Kaplan, Peter P." <pkaplan@ftc.gov>
Cc: (b)(6)
(b)(6) "Bryant Urstadt" (b)(6)

Thank you for doing this, Peter. I've looped in Brittany Shammas, from the Miami New Times who is co-reporting this story, and my editor Bryant Urstadt.
We're running this story tomorrow. Our deadline is 11AM, (sorry!).
(b)(6) mentioned to us that she reached out to the FTC with her first complaint in April 2017, is this true?
-Was the FTC already investigating World Patent Marketing (WPM) by August of 2017?
-Did the FTC request an emergency injunction in 2017 that shut down WPM? (I may have the language of this wrong, please help me understand this)
-Did a judge shut down WTP, or did the FTC? How does that work?
-Did the FTC search the offices of WTP and collect all the paperwork there?
-Did the FTC file a complaint that accused Scott Cooper and World Patent Marketing of bilking thousands of people out of nearly 26 million dollars?
-Did this go to a court trial? What kind of trial was this?
-Did the evidence submitted by the FTC show that Scott Cooper had former Israeli military working as security guards, and that he boasted about their use of Krav Maga?
-Did the evidence submitted by the FTC show scripts used by WPM's 'Project Managers'? Were there any rejection scripts?
-Did the evidence submitted by the FTC show an email from Matthew G. Whitaker in which he tells the respondent that he is a former U.S. Attorney, and then threatens legal action against them?

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-Did the FTC settle with Scott Cooper and WPM?
Thank you for your time, and please thank the attorney's for their time. Sorry for casting such a wide net with these questions. We want to get our story right.
All best –
Nick Fountain
Reporter, Planet Money
(b)(6)

From: Kaplan, Peter P. <pkaplan@ftc.gov>
Sent: Tuesday, November 13, 2018 3:32 PM
To: Nick Fountain <(b)(6)
Subject: RE: NPR Request
Hi Nick. If you give me the specific questions you have about the case, then I'll go back to the staff attorneys and ask them.

From: Nick Fountain <(b)(6)
Sent: Tuesday, November 13, 2018 3:24 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: RE: NPR Request
Hey –
Can I talk to the lawyers on background this afternoon or first thing tomorrow just to run through the facts of the case with them?
Cheers –
Nick

From: Nick Fountain
Sent: Thursday, November 08, 2018 2:11 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: RE: NPR Request
Peter! Thanks for the response.
I'd love to interview them about how they found the scam, how they investigated it, and how they shut it down.
We're a magazine-type show, and want to weave together a narrative about it, ya know?
-Nick

From: Kaplan, Peter P. <pkaplan@ftc.gov>
Sent: Thursday, November 08, 2018 1:54 PM
To: Nick Fountain (b)(6)
Subject: RE: NPR Request
Hi again Nick. If you give me the specific questions you have about the case, then I'll go back to the staff attorneys and ask them.

From: Nick Fountain <(b)(6)
Sent: Thursday, November 08, 2018 1:46 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: RE: NPR Request
Hi Peter:
Let me make my case:
Isn't this a perennial scam that y'all want to raise awareness around? Didn't the FTC successfully

AMERICAN OVERSIGHT

shut this down? What's the downside?
Best –
nick

From: Kaplan, Peter P. <pkaplan@ftc.gov>
Sent: Thursday, November 08, 2018 1:41 PM
To: Nick Fountain (b)(6)
Subject: RE: NPR Request

Hi Nick. The pleadings and other documents in this case are posted here on our website here, and we would not have much if anything to say beyond that. If you're looking for anything further, the best thing to do is to submit a FOIA request which you can do electronically here.
Regards,
Peter Kaplan
FTC Public Affairs

From: Nick Fountain <(b)(6)
Sent: Thursday, November 08, 2018 1:00 PM
To: Office of Public Affairs <OPA@ftc.gov>; Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: NPR Request

Hi –
I'm a reporter with NPR.
I'm hoping to speak with Colleen Robbins about the World Patent Marketing case.
Can you give me a ring when you get a chance? (b)(6)
Thanks –
Nick Fountain
(b)(6)

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Evans, James; Goodman, Jody
Subject: Matt Whitaker
Date: Monday, March 20, 2017 10:55:01 AM

(b)(5) He has not returned any of my calls.

Colleen

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Cc: Daffan, Kathleen
Subject: Matt Whitaker
Date: Tuesday, October 24, 2017 8:14:36 PM

I haven't left yet and he just called so I answered. I figured it was probably good to get him while we could.

- Left the firm on the 30th of September, started new job on October 4th
- Very small firm, so best to work with him as opposed to others still in Iowa
- Wants to cooperate
- The challenge is everything is going to be a/c material
- On interactions with consumers:
  - Never e-mailed or wrote to consumers
  - One guy showed up at my office once b/c they listed me on their board or advisers or whatever
  - Explained that I acted as an outside lawyer from time to time but couldn't verify services or business
  - Wouldn't have personally ever said anything about the business
  - Had a few phone calls, voicemails from consumers, would have forwarded to Scott, wouldn't have been able to talk business
- There aren't any materials re: advisory board, never had a meeting, went down there once to Miami Beach four years ago for a tour and dinner, but otherwise just sat in hotel, thought it was a waste of time
- Didn't meet or talk to other members of the advisory board
- Followed Scott or Company on FB, saw when some guy from Israel joined board
- Don't think he has any material responsive but not privileged
  - Would e-mail back and forth with Scott, will look at e-mail still in box
  - Most of those are about a case we did, how I met Scott, there was a computer guy who scammed some money out of Scott in Iowa, had me look into it
  - Why don't I check it out and circle back on Monday
- Will review records and talk on Monday

James Evans
BCP • Division of Marketing Practices
Mailstop (b)(6) • Room CC-8543
(b)(6)
James.Evans@ftc.gov

AMERICAN OVERSIGHT

From: Goodman, Jody
To: Robbins, Colleen B.; Evans, James
Subject: RE: Matt Whitaker
Date: Monday, March 20, 2017 11:14:06 AM

(b)(5)

From: Robbins, Colleen B.
Sent: Monday, March 20, 2017 10:55 AM
To: Evans, James; Goodman, Jody
Subject: Matt Whitaker

(b)(5) He has not returned any of my calls.

Colleen

AMERICAN OVERSIGHT

From: Evans, James
To: Michael Pineiro (mpineiro@mnrlawfirm.com); Daniel Rashbaum; "Jeffrey Marcus"; Perlman, Jonathan; jsuarez@gjb-law.com; jarrastia@gjb-law.com; Harmon, Heather
Cc: Robbins, Colleen B.; Goodman, Jody
Subject: Subpoenas Issued in FTC v World Patent Marketing
Date: Thursday, October 05, 2017 6:18:31 PM
Attachments: Non Responsive Record

Whitaker Subpoena - Service Copy.pdf

Non Responsive Record

Counsel,

Please find attached copies of twenty-five subpoenas issued today in the above-captioned matter.

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
james.evans@ftc.gov

AMERICAN OVERSIGHT

From: Evans, James
To: mwhitaker@whgllp.com
Cc: Robbins, Colleen B.; Goodman, Jody
Subject: Subpoena in FTC v World Patent Marketing
Date: Tuesday, October 24, 2017 3:01:08 PM
Attachments: Whitaker Subpoena.pdf

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
James.evans@ftc.gov

AMERICAN OVERSIGHT

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Bureau of Consumer Protection
Division of Marketing Practices

James E. Evans
(b)(6)
james.evans@ftc.gov

October 5, 2017

VIA FEDEX

Whitaker Hagenow & Gustoff LLP
c/o Matthew Whitaker, Managing Partner
521 East Locust Street, Suite 302
Des Moines, IA 50309

Re: *Federal Trade Commission v. World Patent Marketing, Inc., et al.*,
U.S. District Court for the Southern District of Florida,
Case No. 17-cv-20848

Dear Mr. Whitaker:

The attached Subpoena requests information that is in the possession, custody, or subject to the control of Whitaker Hagenow & Gustoff LLP (the "Firm") concerning the above-referenced matter.

Although the Subpoena requests that the Firm produce the requested documents for inspection at the United States Attorney's Office in Des Moines, you may comply with the Subpoena by shipping or e-mailing copies of the requested documents so that they are delivered no later than Monday, October 23, 2017, at 12 noon CDT, as instructed on the first page of the Schedule attached to the Subpoena. If you choose to appear in person in Des Moines, please contact me no later than October 16, 2017 to make arrangements.

In addition to providing documents responsive to the Subpoena, please sign and return the attached Certification of Records. If you have any questions regarding the Subpoena, please call me at (b)(6) and I will be happy to assist you.

Sincerely,

James Evans
Attorney

Enclosure

AMERICAN OVERSIGHT

UNITED STATES DISTRICT COURT

for the

Southern District of Florida

Federal Trade Commission
Plaintiff
v.
World Patent Marketing, Inc., et al.
Defendant

Civil Action No. 17–cv–20848–Gayles–Otazo-Reyes

SUBPOENA TO PRODUCE DOCUMENTS, INFORMATION, OR OBJECTS OR TO PERMIT INSPECTION OF PREMISES IN A CIVIL ACTION

To: Whitaker Hagenow & Gustoff LLP, c/o Matthew Whitaker, Managing Partner
521 East Locust Street, Suite 302, Des Moines, Iowa 50309
(Name of person to whom this subpoena is directed)

☑ *Production:* **YOU ARE COMMANDED** to produce at the time, date, and place set forth below the following documents, electronically stored information, or objects, and to permit inspection, copying, testing, or sampling of the material:

See attached Schedule.

Place:	Date and Time:
Office of the United States Attorney 110 E. Court Ave., Suite 286, Des Moines, Iowa 50309 -- or at a different place to be agreed upon --	Monday, October 23, 2017, 12 noon CDT

☐ *Inspection of Premises:* **YOU ARE COMMANDED** to permit entry onto the designated premises, land, or other property possessed or controlled by you at the time, date, and location set forth below, so that the requesting party may inspect, measure, survey, photograph, test, or sample the property or any designated object or operation on it.

Place:	Date and Time:

The following provisions of Fed. R. Civ. P. 45 are attached – Rule 45(c), relating to the place of compliance; Rule 45(d), relating to your protection as a person subject to a subpoena; and Rule 45(e) and (g), relating to your duty to respond to this subpoena and the potential consequences of not doing so.

Date: October 5, 2017

CLERK OF COURT

OR

Signature of Clerk or Deputy Clerk

Attorney's signature

The name, address, e-mail address, and telephone number of the attorney representing *(name of party)* the Federal Trade Commission, who issues or requests this subpoena, are:

James Evans, 600 Pennsylvania Ave. NW, CC-8528, Washington, DC 20580, (b)(6), james.evans@ftc.gov

Notice to the person who issues or requests this subpoena

If this subpoena commands the production of documents, electronically stored information, or tangible things or the inspection of premises before trial, a notice and a copy of the subpoena must be served on each party in this case before it is served on the person to whom it is directed. Fed. R. Civ. P. 45(a)(4).

AMERICAN OVERSIGHT

Civil Action No. 17–cv–20848–Gayles–Otazo-Reyes

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 45.)

I received this subpoena for *(name of individual and title, if any)* Whitaker Hagenow & Gustoff LLP on *(date)* October 5, 2017 .

☑ I served the subpoena by delivering a copy to the named person as follows: via FedEx to 521 East Locust Street, Suite 302, Des Moines, Iowa 50309 on *(date)* October 5, 2017 ; or

☐ I returned the subpoena unexecuted because: .

Unless the subpoena was issued on behalf of the United States, or one of its officers or agents, I have also tendered to the witness the fees for one day's attendance, and the mileage allowed by law, in the amount of $.

My fees are $ for travel and $ for services, for a total of $ 0.00 .

I declare under penalty of perjury that this information is true.

Date: October 5, 2017

Server's signature

James Evans, Attorney

Printed name and title

Federal Trade Commission
600 Pennsylvania Ave. NW
Mailstop (b)(6)
Washington, DC 20580

Server's address

Additional information regarding attempted service, etc.:

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Federal Rule of Civil Procedure 45 (c), (d), (e), and (g) (Effective 12/1/13)

(c) Place of Compliance.

(1) ***For a Trial, Hearing, or Deposition.*** A subpoena may command a person to attend a trial, hearing, or deposition only as follows:

(A) within 100 miles of where the person resides, is employed, or regularly transacts business in person; or

(B) within the state where the person resides, is employed, or regularly transacts business in person, if the person

(i) is a party or a party's officer; or

(ii) is commanded to attend a trial and would not incur substantial expense.

(2) ***For Other Discovery.*** A subpoena may command:

(A) production of documents, electronically stored information, or tangible things at a place within 100 miles of where the person resides, is employed, or regularly transacts business in person; and

(B) inspection of premises at the premises to be inspected.

(d) Protecting a Person Subject to a Subpoena; Enforcement.

(1) ***Avoiding Undue Burden or Expense; Sanctions.*** A party or attorney responsible for issuing and serving a subpoena must take reasonable steps to avoid imposing undue burden or expense on a person subject to the subpoena. The court for the district where compliance is required must enforce this duty and impose an appropriate sanction—which may include lost earnings and reasonable attorney's fees—on a party or attorney who fails to comply.

(2) ***Command to Produce Materials or Permit Inspection.***

(A) *Appearance Not Required.* A person commanded to produce documents, electronically stored information, or tangible things, or to permit the inspection of premises, need not appear in person at the place of production or inspection unless also commanded to appear for a deposition, hearing, or trial.

(B) *Objections.* A person commanded to produce documents or tangible things or to permit inspection may serve on the party or attorney designated in the subpoena a written objection to inspecting, copying, testing, or sampling any or all of the materials or to inspecting the premises—or to producing electronically stored information in the form or forms requested. The objection must be served before the earlier of the time specified for compliance or 14 days after the subpoena is served. If an objection is made, the following rules apply:

(i) At any time, on notice to the commanded person, the serving party may move the court for the district where compliance is required for an order compelling production or inspection.

(ii) These acts may be required only as directed in the order, and the order must protect a person who is neither a party nor a party's officer from significant expense resulting from compliance.

(3) ***Quashing or Modifying a Subpoena.***

(A) *When Required.* On timely motion, the court for the district where compliance is required must quash or modify a subpoena that:

(i) fails to allow a reasonable time to comply;

(ii) requires a person to comply beyond the geographical limits specified in Rule 45(c);

(iii) requires disclosure of privileged or other protected matter, if no exception or waiver applies; or

(iv) subjects a person to undue burden.

(B) *When Permitted.* To protect a person subject to or affected by a subpoena, the court for the district where compliance is required may, on motion, quash or modify the subpoena if it requires:

(i) disclosing a trade secret or other confidential research, development, or commercial information; or

(ii) disclosing an unretained expert's opinion or information that does not describe specific occurrences in dispute and results from the expert's study that was not requested by a party.

(C) *Specifying Conditions as an Alternative.* In the circumstances described in Rule 45(d)(3)(B), the court may, instead of quashing or modifying a subpoena, order appearance or production under specified conditions if the serving party:

(i) shows a substantial need for the testimony or material that cannot be otherwise met without undue hardship; and

(ii) ensures that the subpoenaed person will be reasonably compensated.

(e) Duties in Responding to a Subpoena.

(1) ***Producing Documents or Electronically Stored Information.*** These procedures apply to producing documents or electronically stored information:

(A) *Documents.* A person responding to a subpoena to produce documents must produce them as they are kept in the ordinary course of business or must organize and label them to correspond to the categories in the demand.

(B) *Form for Producing Electronically Stored Information Not Specified.* If a subpoena does not specify a form for producing electronically stored information, the person responding must produce it in a form or forms in which it is ordinarily maintained or in a reasonably usable form or forms.

(C) *Electronically Stored Information Produced in Only One Form.* The person responding need not produce the same electronically stored information in more than one form.

(D) *Inaccessible Electronically Stored Information.* The person responding need not provide discovery of electronically stored information from sources that the person identifies as not reasonably accessible because of undue burden or cost. On motion to compel discovery or for a protective order, the person responding must show that the information is not reasonably accessible because of undue burden or cost. If that showing is made, the court may nonetheless order discovery from such sources if the requesting party shows good cause, considering the limitations of Rule 26(b)(2)(C). The court may specify conditions for the discovery.

(2) ***Claiming Privilege or Protection.***

(A) *Information Withheld.* A person withholding subpoenaed information under a claim that it is privileged or subject to protection as trial-preparation material must:

(i) expressly make the claim; and

(ii) describe the nature of the withheld documents, communications, or tangible things in a manner that, without revealing information itself privileged or protected, will enable the parties to assess the claim.

(B) *Information Produced.* If information produced in response to a subpoena is subject to a claim of privilege or of protection as trial-preparation material, the person making the claim may notify any party that received the information of the claim and the basis for it. After being notified, a party must promptly return, sequester, or destroy the specified information and any copies it has; must not use or disclose the information until the claim is resolved; must take reasonable steps to retrieve the information if the party disclosed it before being notified; and may promptly present the information under seal to the court for the district where compliance is required for a determination of the claim. The person who produced the information must preserve the information until the claim is resolved.

(g) Contempt.

The court for the district where compliance is required—and also, after a motion is transferred, the issuing court—may hold in contempt a person who, having been served, fails without adequate excuse to obey the subpoena or an order related to it.

For access to subpoena materials, see Fed. R. Civ. P. 45(a) Committee Note (2013).

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SCHEDULE FOR SUBPOENA TO WHITAKER HAGENOW & GUSTOFF LLP

Federal Trade Commission v. World Patent Marketing, Inc., et al.,
No. 17-cv-20848, U.S. District Court for the Southern District of Florida

Document Retention: You must retain all documentary materials used in preparing responses to this Subpoena. The FTC may require the submission of additional documents later during this litigation. Accordingly, you must suspend any routine procedures for document destruction and take other measures to prevent the destruction of documents that are in any way relevant to this litigation, even if you believe those documents are protected from discovery.

Manner of Production: You may produce documentary material or tangible things by making them available for inspection and copying at the place specified on the face of the Subpoena. Alternatively, you may ship or e-mail all responsive documents and tangible things to:

James Evans
Federal Trade Commission
600 Pennsylvania Ave.
Mailstop CC-8528
Washington, DC 20580

james.evans@ftc.gov

If you are shipping the materials, use a courier service such as Federal Express or UPS because heightened security measures delay postal delivery to the FTC. If you are e-mailing the materials, please use a secure file transfer application. If you do not have access to a secure file transfer application, send a request to james.evans@ftc.gov for a link to securely upload the materials to the FTC.

Certification of Records of Regularly Conducted Activity: Attached is a Certification of Records of Regularly Conducted Activity. Please execute and return this Certification with your response. Completing this certification may reduce the need to subpoena you to testify at future proceedings to establish the admissibility of documents produced in response to this Subpoena.

Please review carefully the Definitions and Instructions that appear after the Specifications and provide important information regarding compliance with this Subpoena.

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FTC-18-0836-A-000244

SPECIFICATIONS

Applicable Time Period: Unless otherwise directed, the applicable time period for the requests set forth below is from January 1, 2014 through the date of full and complete compliance with this Subpoena.

"**Defendants**" means:

- Desa Industries, Inc., also doing business as World Patent Marketing;
- World Patent Marketing, Inc.;
- Scott Cooper;
- Any other business or individual that You know to be associated with Desa Industries, Inc., also doing business as World Patent Marketing, World Patent Marketing, Inc., or Scott Cooper.

Produce the following Documents:

S-1. All retention agreements and other contracts with each Defendant, even if created prior to the Applicable Time Period.

S-2. All billing invoices and payment records related to each Defendant (with privileged information redacted).

S-3. All Documents sufficient to show the source of payments to the Firm from each Defendant.

S-4. All non-privileged correspondence between the Firm and each Defendant, including all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of each Defendant.

S-5. All correspondence between the Firm and the customers of each Defendant.

S-6. All non-privileged records of meetings or telephone calls with each Defendant.

S-7. All records of meetings or telephone calls with customers of each Defendant.

S-8. All complaints received from any source about each Defendant.

S-9. All Documents sufficient to Identify all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the Firm who worked for or on behalf of each Defendant during the Applicable Time Period.

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DEFINITIONS

The following definitions apply to this Subpoena:

D-1. "**Firm**," "**You**," or "**Your**" means **Whitaker Hagenow & Gustoff LLP**, its wholly or partially owned subsidiaries, unincorporated divisions, joint ventures, operations under assumed names, and affiliates, and all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the foregoing.

D-2. "**Document**" means the complete original, all drafts, and any non-identical copy, whether different from the original because of notations on the copy, different metadata, or otherwise, of any item covered by Federal Rule of Civil Procedure 34(a)(1)(A).

D-3. "**Identify**" or "**the identity of**" requires identification of (a) natural persons by name, title, present business affiliation, present business address, telephone number, and email address or, if a present business affiliation or present business address is not known, the last known business and home addresses; and (b) businesses or other organizations by name, address, and the identities of your contact persons at the business or organization.

INSTRUCTIONS

I-1. **Withholding Requested Material / Privilege Claims:** If you withhold from production any material responsive to this Subpoena based on a claim of privilege, work product protection, statutory exemption, or any similar claim, you must assert the claim no later than the return date of this Subpoena, and you must submit a detailed log, in a searchable electronic format, of the items withheld that identifies the basis for withholding the material and meets all the requirements set forth in 16 C.F.R. § 2.11(a)–(c). The information in the log must be of sufficient detail to enable FTC staff to assess the validity of the claim for each document, including attachments, without disclosing the protected information. If only some portion of any responsive material is privileged, you must submit all non-privileged portions of the material. Otherwise, produce all responsive information and material without redaction. The failure to provide information sufficient to support a claim of protected status may result in denial of the claim.

I-2. **Modification of Specifications:** The FTC may be able to modify this Subpoena. If you would like to propose any modifications, please contact counsel for the FTC.

I-3. **Scope of Search:** This Subpoena covers documents and information in your possession or under your actual or constructive custody or control, including documents and information in the possession, custody, or control of your attorneys, accountants, directors, officers, employees, service providers, and other agents and consultants, whether or not such documents or information were received from or disseminated to any person or entity.

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I-4. **Identification of Responsive Documents:** You must identify in writing the documents that are responsive to each specification. Documents that may be responsive to more than one specification of this Subpoena need not be produced more than once. If any documents responsive to this Subpoena have been previously supplied to the FTC, you may identify the documents previously provided and the date of submission.

I-5. **Maintain Document Order:** You must produce documents in the order in which they appear in your files or as electronically stored. If documents are removed from their original folders, binders, covers, containers, or electronic source, you must specify the folder, binder, cover, container, or electronic media or file paths from which such documents came.

I-6. **Numbering of Documents:** You must number all documents in your submission with a unique identifier such as a Bates number or a document ID.

I-7. **Production of Copies:** Unless otherwise stated, you may submit copies in lieu of original documents if they are true, correct, and complete copies of the originals and you preserve and retain the originals in their same state as of the time you received this Subpoena. Submission of copies constitutes a waiver of any claim as to the authenticity of the copies should the FTC introduce such copies as evidence in any legal proceeding.

I-8. **Production in Color:** You must produce copies of advertisements in color, and you must produce copies of other materials in color if necessary to interpret them or render them intelligible.

I-9. **Electronically Stored Information:** See the below FTC Bureau of Consumer Protection Production Requirements ("Production Requirements"), which detail all requirements for the production of electronically stored information to the FTC. You must discuss issues relating to the production of electronically stored information with FTC staff prior to production.

I-10. **Sensitive Personally Identifiable Information ("Sensitive PII") or Sensitive Health Information ("SHI"):** If any materials responsive to this Subpoena contain Sensitive PII or SHI, please contact FTC counsel before producing those materials to discuss whether there are steps you can take to minimize the amount of Sensitive PII or SHI you produce, and how to securely transmit such information to the FTC.

Sensitive PII includes an individual's Social Security number; an individual's biometric data (such as fingerprints or retina scans, but not photographs); and an individual's name, address, or phone number in combination with one or more of the following: date of birth, Social Security number, driver's license or state identification number (or foreign country equivalent), passport number, financial account number, credit card number, or debit card number. SHI includes medical records and other individually identifiable health information relating to the past, present, or future physical or mental health or conditions of

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an individual, the provision of health care to an individual, or the past, present, or future payment for the provision of health care to an individual.

PRODUCTION REQUIREMENTS

In producing information in response to this Subpoena, you must comply with the following production requirements, unless the FTC agrees otherwise. If you have any questions about these requirements, please contact counsel for the FTC before production.

A. Production Format

1. **General Format:** Provide load-ready electronic productions with: (a) an Opticon image load file (.OPT) containing a line for every image file; and (b) a delimited data load file (.DAT) containing a line for every document, with bates references, metadata fields, and native file links, where applicable.

2. **Electronically Stored Information ("ESI"):** Documents stored in electronic format in the ordinary course of business must be produced in the following format:

   a) For ESI other than the categories described below, submit in native electronic format with extracted text or Optical Character Recognition (OCR), all metadata, and corresponding image renderings converted to Group IV, 300 DPI, single-page Tagged Image File Format (TIFF) or color JPEG images (if color is necessary to interpret the contents or render them intelligible).

   b) For Microsoft Excel, Access, or PowerPoint files, submit in native format with extracted text and metadata. Data compilations in Excel spreadsheets or in delimited text formats must contain all underlying data, formulas, and algorithms without redaction.

   c) For other spreadsheet, database, presentation, or multimedia formats; instant messages; or proprietary applications, discuss production format during the meet and confer.

3. **Hard Copy Documents:** Documents stored in hard copy in the ordinary course of business must be scanned and submitted as 300 DPI individual single page TIFFs (or color JPGs when necessary to interpret documents or render them intelligible), with corresponding document-level OCR text and logical document determination in an accompanying load file.

4. **Extracted Text/OCR:** Submit text as document-level text files, named for the beginning bates number, and organized into a folder separate from images. We cannot accept Unicode text files.

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5. **Document Identification:** Provide a unique DocId or bates number for each hard copy or electronic document, consisting of a prefix and a consistent number of numerals using leading zeros. Do not use a space to separate the prefix from numbers.

6. **Attachments:** Preserve the parent/child relationship by producing attachments as separate documents, numbering them consecutively to the parent email, and including a reference to all attachments.

7. **Metadata Production:** For each document submitted electronically, include standard metadata fields in a standard ASCII delimited data load file. The first line of the data load file shall include the field names. **Submit date and time data in separate fields.** Use these delimiters in delimited data load files:

Description	Symbol	ASCII Code
Field Separator	<	20
Quote Character	Þ	254
Multi Entry delimiter	®	174
<Return> Value in data	~	126

8. **De-duplication:** Do not use de-duplication or email threading software without FTC counsel approval.

9. **Password-Protected Files:** Remove passwords prior to production. If password removal is not possible, provide the original and production filenames and the password under separate cover.

10. **Sensitive PII or SHI:** Use data encryption to protect any Sensitive PII or SHI (as defined in the Subpoena Schedule). Provide encryption passwords in advance of delivery, under separate cover.

B. Producing and Submitting Media to the FTC

1. Prior to production, scan all media and data for viruses and confirm the media and data are virus-free.

2. For productions smaller than 50 GB, the FTC can accept electronic file transfer via FTC-hosted secure file transfer protocol (Accellion or SecureZip). Contact FTC counsel to request this option. The FTC cannot accept files via Dropbox, Google Drive, OneDrive, or other third-party file transfer sites.

3. Use the least amount of media necessary for productions. Acceptable media formats are CDs, DVDs, flash drives, and hard drives. Format all media for use with Windows 7.

4. Use a courier service (e.g., Federal Express, UPS) because heightened security measures delay postal delivery. Mark the exterior of all packages containing electronic media with the following:

Magnetic Media – Do Not X-Ray
May Be Opened For Inspection

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5. Provide a production transmittal letter with each production that includes:

a) Production volume name (e.g., Volume 1), date of production, and numeric DocID number range of all documents included in the production;

b) List of custodians and the DocID number range for each custodian;

c) Total number of records and all underlying images, emails, and associated attachments, native files, and databases in the production

d) List of load file fields in the order in which they are organized in the data file.

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CERTIFICATION OF RECORDS OF REGULARLY CONDUCTED ACTIVITY

Pursuant to 28 U.S.C. § 1746

I, _____, have personal knowledge of the facts set forth below and am competent to testify as follows:

1. I have authority to certify the authenticity of the records produced by Whitaker Hagenow & Gustoff LLP and attached hereto.

2. The documents produced and attached hereto by Whitaker Hagenow & Gustoff LLP are originals or true copies of records of regularly conducted activity that:

a) Were made at or near the time of the occurrence of the matters set forth by, or from information transmitted by, a person with knowledge of those matters;

b) Were kept in the course of the regularly conducted activity of Whitaker Hagenow & Gustoff LLP; and

c) Were made by the regularly conducted activity as a regular practice of Whitaker Hagenow & Gustoff LLP.

I certify under penalty of perjury that the foregoing is true and correct.

Executed on _____ , 2017.

_____

Signature

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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA

Case No. 17-cv-20848-Gayles-Turnoff

Federal Trade Commission,

Plaintiff,

v.

World Patent Marketing, Inc., et al.,

Defendants.

CERTIFICATE OF SERVICE

I hereby certify that on October 5, 2017, I caused a copy of Plaintiff's subpoena to Whitaker Hagenow & Gustoff LLP issued October 5, 2017 to be served by e-mail on counsel of record identified on the service list below:

Michael A. Pineiro
Daniel L. Rashbaum
Jeffrey E. Marcus
Marcus Neiman & Rashbaum LLP
2 South Biscayne Blvd., Suite 1750
Miami, FL 33131
(305) 400-4260
mpineiro@mnrlawfirm.com
drashbaum@mnrlawfirm.com
jmarcus@mnrlawfirm.com

Attorneys for Defendants World Patent Marketing, Inc., Desa Industries, Inc., and Scott Cooper

Jesus M. Suarez
John Arrastia
Heather L. Harmon
Genovese Joblove & Battista, P.A
100 SE Second Street, 44th Floor
Miami, FL 33131
(305) 349-2300
jsuarez@gjb-law.com
jarrastia@gjb-law.com
hharmon@gjb-law.com

Attorneys for Receiver Jonathan E. Perlman

/s/ James Evans
James Evans

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: Desa Wires
Date: Friday, February 17, 2017 1:08:41 AM

(b)(5)

Beneficiary	# of Payments	Total of Payments
tgk associates	62	$ 945,108.54
tdm digital llc	18	$ 891,714.00
PAYCOM PAYROLL LLC	17	$ 806,233.92
INVENTION MARKETING SOLUTIONS	35	$ 656,842.00
VIRTUAL EMPLOYEE PRIVATE LIMITED	49	$ 410,939.74
kingred enterprises	17	$ 367,466.00
tan venture	21	$ 267,097.00
DESA INDUSTRIES	6	$ 261,000.00
integrity patent group	6	$ 244,522.00
AMCR GROUP	14	$ 213,228.06
PHIL VIRGA	13	$ 158,535.00
atlantic binding	6	$ 32,388.08
nextbee	6	$ 30,160.00
wyoming farms	5	$ 30,000.00
biomedical patent	3	$ 27,076.25
juan rivera	2	$ 26,000.00
eclectic elements	5	$ 24,498.52
danielle johnson	1	$ 22,000.00
Time pieces and antiques	2	$ 21,850.00
RW ADVERTISING	4	$ 20,000.00
33 management lie	1	$ 18,434.78
VERUS DESIGN	3	$ 14,850.00
marcus souza	1	$ 14,000.00
COFE	1	$ 13,956.76
EB MOULDINGS CO., LTD	3	$ 13,137.00
nitzan nuriel	5	$ 12,500.00
maglan information	1	$ 12,000.00
jessica villan	21	$ 11,047.50

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HUBSPOT INC	1	$	10,201.50
Internet Escrow Services	2	$	10,087.75
esti prager	1	$	10,000.00
American Continental Group	1	$	10,000.00
DELL DAILEY	2	$	10,000.00
pinta usa	1	$	10,000.00
matthew whitaker pc account	5	$	9,375.00
yuri murzin	1	$	8,995.00
outbounders	1	$	8,000.00
crosspoint international	2	$	6,190.47
KELSEY SWANSON	1	$	5,000.00
mh investigation	2	$	5,000.00
RONALD MALLETT	1	$	5,000.00
LEWIS AND LIN	1	$	5,000.00
us bank equipment finance	1	$	3,993.63
GLOBAL DISTRIBUTING NETWORK INC	1	$	3,800.00
Sprezzatura Insurance Group, LLC	1	$	2,665.00
Nadia Amarillo	1	$	2,050.00
matomy usa	1	$	2,000.00
lazarus charbonneau in trust	1	$	2,000.00
GERALD BUNTING	1	$	2,000.00
strong project	1	$	1,915.00
JINAN CHENG HAO TECHNOLOGY	1	$	1,676.40
digital target marketing	1	$	1,500.00
Monica McKee	1	$	1,295.00
vertina. muwonge	1	$	1,095.00
nathna schrudder	1	$	995.00
trustpilot	1	$	909.00
SHANGHAI XINYU CHEMICAL	1	$	898.96
jorge argota	1	$	700.00
blum nico	1	$	550.00
henry curtis	1	$	500.00
Ken Self	1	$	368.50
Disley Textile Group HK	2	$	260.00
WIRE TRANSFER FEE/RECALL	1	$	25.00
Grand Total	**372**	**$**	**5,710,631.36**

AMERICAN OVERSIGHT

From:	Robbins, Colleen B.
To:	Goodman, Jody; Evans, James
Cc:	Daffan, Kathleen; Greisman, Lois C.
Subject:	FW: FOIA Request 2019-00162 Expedited Treatment Granted - Matthew Whitaker and World Patent Marketing
Date:	Tuesday, November 13, 2018 11:35:08 AM
Attachments:	RD 2019-00162.pdf image001.png
Importance:	High

FYI

From: Lafalaise, Kamay
Sent: Tuesday, November 13, 2018 11:32 AM
To: Greisman, Lois C. <LGREISMAN@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: FOIA Request 2019-00162 Expedited Treatment Granted - Matthew Whitaker and World Patent Marketing
Importance: High

Good morning,

Our office has received the following FOIA request from the Washington Post:

1) Any and all internal records of communication including but not limited to emails, phone, text, letter and memos referring to Matthew G.Whitaker.
2) Any and all records of communication including but not limited to emails, phone, text, letter and memos by, to or from Matthew G. Whitaker to any parties in the FTC case involving World Patent Marketing.
3) Copies of all communications between Matthew G. Whitaker and his law firm in Des Moines, Iowa—Hagenow & Gustoff.
4) Copies of any and all records in which Matthew G. Whitaker is communicating with the clients or customers of World Patent Marketing.

Please see the attached document for details.

The requester also asked for expedited processing of this request, and our office has granted this request. This means we should handle this request on a "first-in, first-out" basis and work to release records as practicably as possible. *See Open America v. Watergate Special Prosecution Force*, 547 F.2d 605, 614-16 (D.C. Cir. 1976), citing 5 U.S.C. § 552(a)(6)(C).

If responsive records are too large to send over email, I will set up an IntraAgency folder.

Please let me know if you have any questions. OGC appreciates your assistance with this request.

Sincerely,
Kamay

AMERICAN OVERSIGHT

Kamay Lafalaise
Attorney | Office of the General Counsel
Federal Trade Commission
600 Pennsylvania Ave NW, Washington, DC 20580
(b)(6)

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From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: FW: Subpoena in FTC v World Patent Marketing
Date: Wednesday, October 25, 2017 3:08:55 PM

FYI

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Wednesday, October 25, 2017 3:06 PM
To: Evans, James
Subject: Re: Subpoena in FTC v World Patent Marketing

As I mentioned on the phone last night, I left the law firm on September 30, 2017. As a courtesy, I will search my email for non privileged documents. I am using this old email address for convenience and I am no longer a partner of the firm. I can be reached on my personal cell phone at (b)(6) Thanks

---

From: Evans, James <jevans1@ftc.gov>
Sent: Tuesday, October 24, 2017 3:01:07 PM
To: Matthew Whitaker
Cc: Robbins, Colleen B.; Goodman, Jody
Subject: Subpoena in FTC v World Patent Marketing

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
James.evans@ftc.gov

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Evans, James; Goodman, Jody; Daffan, Kathleen
Subject: FW: Trump"s Acting AG Linked To Patent Scam Shuttered By FTC
Date: Thursday, November 08, 2018 7:06:36 AM

From: Law360 Alerts <news-q@law360.com>
Sent: Thursday, November 08, 2018 6:37 AM
To: Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Law360

Dear Colleen B. Robbins,

Since you are listed as counsel in the matter of Federal Trade Commission v. World Patent Marketing, Inc. et al, we thought you might be interested in an article we wrote on the case.

Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Matthew G. Whitaker, whom President Donald Trump appointed acting attorney general Wednesday after firing Jeff Sessions, served as a board member at a so-called invention promotion company that the Federal Trade Commission shut down last year on allegations that it "bilked millions from consumers."

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From:	Robbins, Colleen B.
To:	Goodman, Jody; Evans, James
Subject:	FW: Whitaker"s link to a "scam" company that was shut down by the government
Date:	Friday, November 09, 2018 12:07:19 PM

From: Mendez, Rosario
Sent: Friday, November 09, 2018 11:28 AM
To: Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: FW: Whitaker's link to a 'scam' company that was shut down by the government

Hi Colleen, I saw this and just wanted to flag it for you in case you haven't seen in.

Check out this story on CNN: https://www.cnn.com/2018/11/07/politics/whitaker-company-government/index.html

AMERICAN OVERSIGHT

From: Goodman, Jody
To: Robbins, Colleen B.; Evans, James
Subject: FW: World Patent Marketing - what recourse do I have?
Date: Monday, April 03, 2017 4:58:00 PM

(b)(5)

From: (b)(6) com]
Sent: Monday, April 03, 2017 4:54 PM
To: Robbins, Colleen B.
Cc: Evans, James; Goodman, Jody
Subject: World Patent Marketing - what recourse do I have?

Hi Ms. Robbins,

We just found out that we were scammed by WPM. I submitted the below information via the FTC website today. I imagine that you all are extremely busy but I just need to know what (if anything) I can do do get our money back. I also wanted to share an email that I received from WPM (below the case, from Rick Robles of WPM).

Please advise.

(b)(6)

Submitted to ftccomplaintassistant.gov on (b)(6)
Reference number (b)(6)

I submitted my idea to World Patent Marketing back in October 2015. My initial contact was with Sydney Michel. He's a project manager. He was enthusiastic about my idea and said that he would share it with management. He came back shortly after and said that management was excited and that they would like us to proceed with getting a Global Invention Royalty Analysis. At first they said it cost approximately $1,000 for Phase I. Then shortly after, they said that the idea was so good and they wanted to move forward so they said the cost would be $795. We did research on the company and couldn't find any negative reviews (at that time). We found several positive reviews. We thought we did our due diligence. We ended up paying the $795 (via PayPal).

They did the analysis and continued to string us a long. They pretty much guaranteed that we would make our money back plus. They had smooth talkers convince us that we had a great idea and would have no problems getting manufacturers to buy the product. We were convinced to proceed with the process. In March of 2016, we took money out of our retirement fund to pay for a patent. We paid them $26,995 via PayPal on (b)(5) 2016. A patent was filed but not much was done ever since.

The process slowed down significantly after they received their payment. I was consistently following up and getting the run around. Customer service was awful. They just didn't seem to care anymore. I reached out to the CEO, Scott Cooper and he wasn't helpful at all. He was short with me and wasn't helpful at all.

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I was recently notified that lawsuits have been filed with WPM. I'm not sure where to go from here. What recourse do we have?

Kind Regards,
(b)(6)

---------- Forwarded message ----------
From: **Rick Robles** <rrobles@worldpatentmarketing.com>
Date: Wed, Apr 27, 2016 at 4:05 PM
Subject: Re: Questions we should have asked up front
To: (b)(6) com>

Hi (b)(6)

I am happy to answer your questions and address any concerns. These questions come from the AIPA (American Inventor's Protection Act). The American inventors protection act is to protect inventors from **invention promotion companies** that solicit inventors to pay for marketing services to promote an invention. World Patent Marketing IS NOT an invention promotion company. We are a manufacture, engineer of patented products, and a patent assistance company. Since our clients only pay for research and patent expenses, the USPTO and FCC does not categorize WPM as an invention promotion company; and, as a result, WPM does not publicize this data. However, these questions are understandable and I want to encourage you to re-visit our website and review the last 19 licensing deals that have been published. Often times, the long legal process of obtaining intellectual property may discourage an inventor. I assure you that when your product is in patent pending (which it WILL be), we will create and fund the marketing campaign to publicize your patent to licensing manufactures. Your publicity commitment details all the phases of the marketing campaign.

As far as a clean record, WPM has a 100% clean record and we have never been investigated or have been in trouble with the FTC, BBB (We have an A+ rating), or any consumer protection agency (We have 5 stars with consumer affairs). Mathew G. Whitaker is a former state attorney and he is on our advisory board along with many other reputable Political, Military, Civilian, and Medical experts. We are looking forward to marketing your patent and we are very optimistic of our opportunity. We appreciate your patience as we execute your protection. Please let me know if you have any further questions.

https://worldpatentmarketing.com/patent-licensing/

https://worldpatentmarketing.com/advisoryboard/

Thank you,

On Wed, Apr 27, 2016 at 3:23 PM, (b)(6) com> wrote:
Hi Rick,

AMERICAN OVERSIGHT

Do you think you can email (b)(6) and I back with the answers to the following questions? We should have asked these prior to engaging with WPM.

1) Please provide the total number of inventions that have been evaluated for commercial potential in the past five years by WPM. How many of the evaluations were positive, accepted by WPM? How many were negative, rejected by WPM?

2) Please provide the total number of customers, known by WPM, who have received a net financial profit as a direct result of WPM's promotion services. What is WPM's success rate over the past five years [that is, the number of clients who made more money from their invention than they paid]?

3) Please provide the total number of customers, known by WPM, to have received license agreements for their inventions as a direct result of WPM's services.

4) Has WPM ever been investigated by or been in trouble with the FTC, BBB or an consumer protection agency or Attorney General's Office? If so, when and where?

Thanks,
(b)(6)

--

Rick Robles
Product Director
Tel: 888-926-8174 Ext.287
Fax: 888-689-2485
rrobles@worldpatentmarketing.com

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: FW: World Patent Marketing
Date: Tuesday, October 24, 2017 4:48:30 PM
Attachments: image001.png
image002.png
image003.png
image004.png

(b)(5)

(b)(6)

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, August 21, 2015 12:59 PM
To:
Cc: scott (scott@worldpatentmarketing.com)
Subject: World Patent Marketing

(b)(6)

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker

AMERICAN OVERSIGHT

WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:



This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: RE: BBB
Date: Friday, February 17, 2017 4:31:05 PM

(b)(5)

Beneficiary	# of Payments	Total of Payments
nitzan nuriel	5	$ 12,500.00
DELL DAILEY	2	$ 10,000.00
matthew whitaker pc account	5	$ 9,375.00
KELSEY SWANSON	1	$ 5,000.00
RONALD MALLETT	1	$ 5,000.00

From: Robbins, Colleen B.
Sent: Friday, February 17, 2017 4:18 PM
To: Goodman, Jody; Evans, James
Subject: RE: BBB

(b)(5)

From: Goodman, Jody
Sent: Friday, February 17, 2017 4:15 PM
To: Robbins, Colleen B.; Evans, James
Subject: RE: BBB

So….

(b)(6) - spent about 2 hours with Scott (b)(6) was escorted around by 2 security guards who were introduced as from Israel, from Israel's "equivalent of Navy SEALs." The atmosphere was very controlled.

(b)(6) saw the guards, a receptionist, and 3-4 people who seemed to be doing development. No telemarketers, but they could have been in a different area.

Scott's office was "huge," with several video screens. He showed several videos, including for the butt-lifting jeans (which found in bad taste).

Scott said WPM did manufacturing, and that they had "plants in China that produced things." Scott showed a "little scraper thing" that sold in Home Depot. He said Scott gave him one to take with him. I asked if it was Safety Blade and he said that sounds right.

(b)(6)
(b)(6)
(b)(6)

AMERICAN OVERSIGHT

From: Goodman, Jody
To: Evans, James; Robbins, Colleen B.
Subject: RE: Message from Unknown sender (b)(6)
Date: Tuesday, October 24, 2017 4:07:00 PM
Attachments: image001.png

O.M.G.

From the article:

"It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel," Whitaker wrote.
...

"It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel," Whitaker wrote.

And of course, in his past:

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Matthew G. Whitaker, Former US Attorney and US Senate Candidate

"As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business "ethically" and translates them into action."

From: Evans, James
Sent: Tuesday, October 24, 2017 3:33 PM
To: Robbins, Colleen B.; Goodman, Jody
Subject: RE: Message from Unknown sender (b)(6)

https://www.huffingtonpost.com/entry/matthew-whitaker-jeff-sessions-trump-russia-mueller_us_59c58316e4b01cc57ff23f65

From: Evans, James
Sent: Tuesday, October 24, 2017 3:30 PM
To: Daffan, Kathleen; Robbins, Colleen B.; Goodman, Jody
Subject: FW: Message from Unknown sender (b)(6)

You're not going to believe this... Matt Whitaker is now chief of staff to the Attorney General. Of the United States.

AMERICAN OVERSIGHT

From: Cisco Unity Connection Messaging System [mailto:unityconnection@hq-unity-01.trade.ftc.gov]
Sent: Tuesday, October 24, 2017 3:18 PM
To: jevans1@hq-unity-01.trade.ftc.gov
Subject: Message from Unknown sender (b)(6)

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: RE: Message from Unknown sender (b)(6)
Date: Tuesday, October 24, 2017 3:33:17 PM

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https://www.huffingtonpost.com/entry/matthew-whitaker-jeff-sessions-trump-russia-mueller_us_59c58316e4b01cc57ff23f65

From: Evans, James
Sent: Tuesday, October 24, 2017 3:30 PM
To: Daffan, Kathleen; Robbins, Colleen B.; Goodman, Jody
Subject: FW: Message from Unknown sender (b)(6)

You're not going to believe this... Matt Whitaker is now chief of staff to the Attorney General. Of the United States.

From: Cisco Unity Connection Messaging System [mailto:unityconnection@hq-unity-01.trade.ftc.gov]
Sent: Tuesday, October 24, 2017 3:18 PM
To: jevans1@hq-unity-01.trade.ftc.gov
Subject: Message from Unknown sender (b)(6)

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Goodman, Jody; Evans, James
Subject: RE: Message from Unknown sender (b)(6)
Date: Wednesday, October 25, 2017 10:08:12 AM
Attachments: image001.png

OMG is right!

From: Goodman, Jody
Sent: Tuesday, October 24, 2017 4:07 PM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Message from Unknown sender (b)(6)

O.M.G.

From the article:

"It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel," Whitaker wrote.
...

"It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel," Whitaker wrote.

And of course, in his past:

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody
Subject: RE: Subpoena in FTC v World Patent Marketing
Date: Wednesday, October 25, 2017 3:55:29 PM

(b)(5)

From: Robbins, Colleen B.
Sent: Wednesday, October 25, 2017 3:54 PM
To: Goodman, Jody; Evans, James
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Goodman, Jody
Sent: Wednesday, October 25, 2017 3:53 PM
To: Robbins, Colleen B.; Evans, James
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Robbins, Colleen B.
Sent: Wednesday, October 25, 2017 3:11 PM
To: Evans, James; Goodman, Jody
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Evans, James
Sent: Wednesday, October 25, 2017 3:09 PM
To: Robbins, Colleen B.; Goodman, Jody
Subject: FW: Subpoena in FTC v World Patent Marketing

FYI

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Wednesday, October 25, 2017 3:06 PM
To: Evans, James
Subject: Re: Subpoena in FTC v World Patent Marketing

As I mentioned on the phone last night, I left the law firm on September 30, 2017. As a courtesy, I will search my email for non privileged documents. I am using this old email address for convenience and I am no longer a partner of the firm. I can be reached on my personal cell phone at (b)(6) Thanks

From: Evans, James <jevans1@ftc.gov>
Sent: Tuesday, October 24, 2017 3:01:07 PM
To: Matthew Whitaker
Cc: Robbins, Colleen B.; Goodman, Jody

AMERICAN OVERSIGHT

Subject: Subpoena in FTC v World Patent Marketing

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
james.evans@ftc.gov

AMERICAN OVERSIGHT

To: Robbins, Colleen B.; Evans, James
Subject: Re: Whitaker

I left 2 messages but he didn't call back

On: 23 March 2017 21:02, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5)

Let's talk tomorrow.

Colleen

AMERICAN OVERSIGHT

From:	Evans, James
To:	Greisman, Lois C.; Daffan, Kathleen
Cc:	Robbins, Colleen B.; Goodman, Jody
Subject:	The Acting Attorney General and WPM
Date:	Wednesday, November 07, 2018 3:21:23 PM
Attachments:	Whitaker Subpoena.pdf

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His Wikipedia page has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Goodman, Jody
Subject: Whitaker
Date: Wednesday, March 22, 2017 5:13:34 PM

(b)(5) (b)(6) (b)(5)

(b)(5) He finally called me back.

Colleen Robbins
Chief of Online Threat Initiatives
Federal Trade Commission | Bureau of Consumer Protection
600 Pennsylvania Avenue, NW, Mail Stop (b)(6) Washington, DC 20580
(b)(6) | crobbins@ftc.gov

AMERICAN OVERSIGHT

From: Evans, James
To: Robbins, Colleen B.; Goodman, Jody; Tyndall, Reeve
Subject: WPM Board
Date: Friday, March 10, 2017 12:15:05 PM

Here is the Board member list (b)(5) It is also pasted in below:

Board Member	Notes	Contact Info	Payments?
Christopher Seaver	Consumer paid nearly half a million dollars (b)(6) Also on board.	(b)(6)	Paid WPM almost half a million
Dell L. Dailey	Board member		WPM paid $10,000
Al Konetzni	Board member		
Aileen M. Marty	Board member	Florida International University	
Matthew G. Whitaker	Board member	Former US Attorney, works in Iowa	WPM paid $9,375
Moti Horenstein	Board member/Security person		
Brian Mast	Board member	US Congressman	
Pascal Bida Koyagbele	Board member	Central African Republic	
Nitzan Nuriel	Board member		WPM paid $12,500
Richard Sulaka, Jr.	Board member	Michigan	
Eric Creizman	Board member/attorney		WPM paid legal fees
Ronald Mallett	Board member		WPM paid $5,000
Omar Rivero	Board member	Occupy Democrats	
Kelsey Swanson	Board member	Miss Rhode Island USA 2017	WPM paid $5,000
Marla Grossman	Affiliated with board	American Continental Group	WPM paid ACG $10k

(b)(5)

(b)(6)

(b)(6)

James Evans
BCP • Division of Marketing Practices
Mailstop (b)(6) Room CC-8543
(b)(6)
james.evans@ftc.gov

AMERICAN OVERSIGHT

From: Goodman, Jody
To: "jperlman@gjb-law.com"; "hharmon@gjb-law.com"; "Suarez, Jesus"
Subject: board spreadsheet
Date: Friday, March 10, 2017 2:17:00 PM
Attachments: Advisory Board.pdf

AMERICAN OVERSIGHT

Board Member	Notes	Contact Info
Christopher Seaver	Consumer paid nearly half a million dollars (Janus case). Also on board.	(b)(6)
Dell L. Dailey	Board member	
Al Konetzni	Board member	(b)(6)
Aileen M. Marty	Board member	
Matthew G. Whitaker	Board member	
Moti Horenstein	Board member/Security person	
Brian Mast	Board member	US Congressman 202-225-3026
Pascal Bida Koyagbele	Board member	Central African Republic
Nitzan Nuriel	Board member	
Richard Sulaka, Jr.	Board member	Michigan
Eric Creizman	Board member/attorney	
Ronald Mallett	Board member	
Omar Rivero	Board member	Occupy Democrats
Kelsey Swanson	Board member	Miss Rhode Island USA 2017
Marla Grossman	Affiliated with board	American Continental Group

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Payments?	(b)(5)
Paid WPM almost half a million	
WPM paid $10,000	
WPM paid $9,375	
WPM paid $12,500	
WPM paid legal fees	
WPM paid $5,000	
WPM paid $5,000	
WPM paid ACG $10k	

AMERICAN OVERSIGHT

From:	Evans, James
To:	Michael Pineiro (mpineiro@mnrlawfirm.com); "Daniel Rashbaum"; "Jeffrey Marcus"; Perlman, Jonathan; jsuarez@gjb-law.com; jarrastia@gjb-law.com; Harmon, Heather
Cc:	Robbins, Colleen B.; Goodman, Jody
Subject:	FTC v. WPM -- FTC"s Initial Disclosures
Date:	Monday, October 23, 2017 7:12:16 PM
Attachments:	FTC"s Initial Disclosures.pdf

Counsel,

Pursuant to the Court's post-hearing Order in this matter (Docket No. 123), please find attached the FTC's Initial Disclosures.

-- James

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
James.evans@ftc.gov

AMERICAN OVERSIGHT

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA

Case No. 17–cv–20848–Gayles–Otazo-Reyes

Federal Trade Commission,

Plaintiff,

v.

World Patent Marketing, Inc., et al.,

Defendants.

PLAINTIFF'S INITIAL DISCLOSURES

Pursuant to Fed. R. Civ. P. 26(a)(1), Plaintiff Federal Trade Commission hereby makes its initial disclosures. The FTC expressly reserves the right to clarify, revise, or correct any of its initial disclosures at any time. Pursuant to Fed. R. Civ. P. 26(e), the FTC will supplement its disclosures as necessary. No information contained in these disclosures should be construed as a waiver of any applicable privileges, including, but not limited to, the protections accorded to attorney work product.

I. Rule 26(a)(1)(A)(i): Individuals Likely to Have Discoverable Information That Plaintiff May Use to Support Its Claims

The following individuals are likely to have discoverable information that Plaintiff may use to support its claims. In addition, the list below indicates the subject(s) of information each individual is likely to have. The FTC has endeavored to be complete in its listing of subjects of discoverable information but, due to the ongoing nature of the FTC's investigatory work, the lists should not be read to limit the subject matters about which particular individuals may have discoverable information.

A. Consumers

Consumers who have been contacted by Defendants or who have purchased products or services from Defendants are each likely to have discoverable information that the FTC may use

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to support its claims, including but not limited to: misrepresentations made by Defendants to convince consumers to purchase Defendants' invention promotion services and Defendants' complaint suppression tactics. These consumers include, but are not limited to, the following individuals who submitted declarations in support of the FTC's motion for a temporary restraining order:

PX Number	Name	Address
1	Timothy Adkins	(b)(6)
2	Debra Bloomfield	
3	Leslie Boagni-Elsbury	
4	Crystal Carlson	
5, 34	Betty Forsythe	
6	Geana Jones	
7	Ethan Koplowitz	
8	Laura Leavenworth	
9	Steven Harris	
10	Paul McNutt	
11	Markeesha Harris	
12	Geraldine T. Melia	
13	Michael Trew	
14	Jeffery Alan Gray	
15	Marie Kimmey	
16	Luciano Vignola	
17	Bob Terry	

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PX Number	Name	Address
23	Matthew Barcus	(b)(6)
31	Christopher Seaver	
32	William Knecht	
33	Ralph Dyer	
35	Melvin Kiaaina	
36	Ryan Masti	
37	Melody Dolney	
38	Matthew Svedahl	
39	Edward Mathis	
40	Theresa Hooper	
49	Gloria Contreras	

The FTC is also aware of many other consumers who have complained to (1) the FTC, (2) State Attorneys General, (3) State and local consumer protection agencies, and/or (4) Better Business Bureaus throughout the U.S. These consumers are also likely to have discoverable information that the FTC may use to support its claims. Their contact information, to the extent the FTC has such information, will be provided in a separate spreadsheet.

In addition, the FTC expects that there are many other consumers who have made complaints directly to Defendants, or who are otherwise likely to have discoverable information that the FTC may use to support its claims. Their information is currently in the custody and control of the Receiver, but the Defendants may access that information at any time. *See* Preliminary Injunction (Docket No. 105), § M(22), p. 47.

B. Defendants and Their Attorneys

The Individual Defendant in this matter is likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants' business

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operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices.

Name	Contact Information
Scott Cooper	(b)(6)

Each corporate Defendant is also likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The name and contact information for each such entity is available on the Docket in this matter.

In addition, Defendants' attorneys and their employees and agents are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The name and contact information for each such current attorney is available on the docket for this matter. The identities and contact information of other attorneys that have represented Defendants is in the possession of the Defendants. The following attorneys are known to the FTC:

Name	Contact Information
Eric Creizman	565 Fifth Ave, 7th Floor New York, NY 10017
Bernard Egozi	2999 NE 191st St, Suite 407 Aventura, FL 33180

AMERICAN OVERSIGHT

Name	Contact Information
Isaac Lew	2999 NE 191st St, Suite 407 Aventura, FL 33180
Bruce Lehr	1401 Brickell Ave, Suite 910 Miami, FL 33131
Andrew Levi	1401 Brickell Ave, Suite 910 Miami, FL 33131
Loren Cook	790 West Sam Houston Parkway N, Suite 202 Houston, TX 77024
Barry Engel	1401 Lawrence Street, Suite 1900 Denver, CO 80202
Brett Lewis	45 Main Street, Suite 608 Brooklyn, NY 11201-8200
Justin Mercer	45 Main Street, Suite 608 Brooklyn, NY 11201-8200
Oren Lieber	2915 Biscayne Blvd, Suite 300 Miami, FL 33137
Spencer Fox	201 South Biscayne Blvd, 27th Fl. Miami, FL 33131
Ana Schwarz	201 South Biscayne Blvd, 27th Fl. Miami, FL 33131

C. Entities Related to Defendants

Corporations, partnerships, and other entities related to Defendants, as well as current and former officers, owners, managers, trustees, or beneficiaries of such entities, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. Below is the name and contact information for each such entity, to the extent known at this time.

Name	Contact Information
Bella Serena Properties LLC	In the custody and control of Defendants
Cooper Idea Foundation	In the custody and control of Defendants

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Name	Contact Information
Desa Education Products LLC	In the custody and control of Defendants
EIS Family Holdings LLC	In the custody and control of Defendants
EIS Family Trust	In the custody and control of Defendants
Elliot Investment Ventures LP	In the custody and control of Defendants
ESI Management LLC	In the custody and control of Defendants
Gallery Internet LLC	In the custody and control of Defendants
Gulf Island Management Inc.	In the custody and control of Defendants
Imax Management Inc.	In the custody and control of Defendants
Ivory Partners LLC	In the custody and control of Defendants
Janus Case Collections LLC	In the custody and control of Defendants
Madison Operations LLC	In the custody and control of Defendants
Marine Island Management, Inc.	In the custody and control of Defendants
Monaco Internet LLC	In the custody and control of Defendants
Renu Ventures LP	In the custody and control of Defendants
Serena Asset Management LLC	In the custody and control of Defendants
Serisel Internet LLC	In the custody and control of Defendants
SL Insurance Company	In the custody and control of Defendants
Tribal Credit Line Corp.	In the custody and control of Defendants
Trivia Candy LLC	In the custody and control of Defendants

D. Defendants' Current and Former Employees

Many current and former employees of the corporate Defendants also are likely to have discoverable information that the FTC may use to support its claims, including, but not limited

AMERICAN OVERSIGHT

to, the Defendants' business operations and marketing practices, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The identities and contact information of such employees is in the possession of the Defendants. In particular, the following former employees are known to the FTC at this time:

Name	Contact Information
Esti Prager, COO	(b)(6)
Jocelyn Ball, Client Relations Manager	
Cattya Bella Dubois, Director of Marketing and Product Development	In the custody and control of the Defendants
John Brantley Barnes, Salesperson	(b)(6)
Diana Caparotta, Comptroller	
Yves Cham, Salesperson	
Al Gabay, Head of Security	
James Garofano, Salesperson	In the custody and control of the Defendants
Johnny Graham, Head of the Chicago Office	(b)(6)
Christie Hoffman, Director of Vendor Relations and Processing	
Parker Matas, Salesperson	
Marina Mikhailova, Patent Agent	
Alexander Napoles, Web Developer	
Matthew Scott Pfaff, Salesperson	In the custody and control of the Defendants

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Name	Contact Information
Juan Alexandro Rivera *aka* John Alexander, Co-Founder	AMCR Group Unlimited, LLC (b)(6)
Milena Roberts, Salesperson	In the custody and control of the Defendants
Rick Robles, Salesperson	(b)(6)
Genesis Rodriguez, Office Manager	
Henry San Clemente, Salesperson	In the custody and control of the Defendants
Jerry Shapiro, Director of Manufacturing and Inventions	In the custody and control of the Defendants
Lionel Simmons, Division Manager—Miami Office	In the custody and control of the Defendants
Kaitlyn Tobias, Processing	(b)(6)
Jay Ward, Salesperson	In the custody and control of the Defendants
Ta'Leila Wilson, Processing	(b)(6)
Former WPM Employee #1 (*see* PX 43)	Not disclosed; protected by the informant privilege
Former WPM Employee #2 (*see* PX 44)	Not disclosed; protected by the informant privilege

As yet unidentified former employees of the corporate Defendants also are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants' business operations and marketing practices, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices.

E. Defendants' Business Associates

Defendants' business associates, as well as current and former corporate entities affiliated with these business associates, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-

AMERICAN OVERSIGHT

gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendants' control and knowledge of Defendants' business operations and marketing practices. The identities and contact information of such business associates are in the possession of the Defendants. At this time, however, at least the following business associates are known by the FTC to have discoverable information:

Name	Contact Information
Jennifer DeMarco	Allstar Marketing Group, LLC ("Snuggie") 2 Skyline Drive Hawthorne, NY 10532 914-347-7827
Kari Mayer	Target Corporate Services, Inc. c/o Katherine Graf, Esq. 1000 Nicollet Mall Minneapolis, MN 55403 612-696-2126
Noelle Han	A&E Television Networks LLC c/o David Seiden, Esq. 235 East 45th Street New York, NY 10017
Brian Mast, WPM Board Member	In the custody and control of Defendants
Omar Rivero, WPM Board Member	In the custody and control of Defendants
Dell Dailey, WPM Board Member	In the custody and control of Defendants
Richard Sulaka, Jr., WPM Board Member	In the custody and control of Defendants
Aileen Marty, WPM Board Member	In the custody and control of Defendants
Al Konetzni, WPM Board Member	In the custody and control of Defendants
Matthew Whitaker, WPM Board Member	c/o Whitaker Hagenow & Gustoff LLP 521 East Locust Street, Suite 302 Des Moines, Iowa 50309
Moti Horenstein, WPM Board Member	In the custody and control of Defendants
Pascal Koyacbele, WPM Board Member	In the custody and control of Defendants
Nitzan Nuriel, WPM Board Member	In the custody and control of Defendants

AMERICAN OVERSIGHT

Name	Contact Information
Eric Creizman, WPM Board Member	565 Fifth Ave, 7th Floor New York, NY 10017
Ronald Mallett, WPM Board Member	In the custody and control of Defendants
Kelsey Swanson, WPM Board Member	In the custody and control of Defendants
Shankar Ghimire, Patent Agent	(b)(6)
Rachel Gilboy, Patent Agent	RG Patent Consulting LLC (b)(6)
Wayne Harper, Patent Agent	(b)(6)
Mack Haynes, Patent Agent	
Mark Levenda, Patent Agent	
Andrew Morabito, Patent Agent	
Susanne Somersalo, Patent Agent	
Michael Starkweather, Patent Agent	
Phil Virga, Patent Agent	
Anthony Whittington, Patent Agent	QuickChore Corp. (b)(6)
Edwin Wold, Patent Agent	Integrity Patent Group (b)(6)
Adrian Zapatero, Patent Agent	(b)(6)

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Name	Contact Information
J. David Allen	(b)(6)
Rohit Goyal	(b)(6)
Louis Dershowitz	Bolt Web Solutions, LLC, also d/b/a Bolt Digital Agency and Bolt.Digital 73 Wortman Avenue #3B Brooklyn, New York 11207
Vinny La Barbera, CEO	imFORZA, LLC 319 Main Street El Segundo, CA 90245
Neal Mandel, Managing Partner	Invention Marketing Solutions / Tanventure Media 200 Broad Hollow Rd., Suite 207 Melville, NY 11747
Matt Schroeder, Chief Sales Officer	TDM Digital / Kingred Enterprises, LLC PO Box 577646 Chicago, IL 60657
Timothy Keefe, CEO	TGK & Associates, Inc. (b)(6)
Len Manzano, President & CEO	TGK-Asia Consultancy Services, Inc. 5/F TCI Building, #61 West Capitol Dr. Cor. Stella Maris St., Kapitolyo, Pasig City, 1600 Manila, Philippines
Jenny Valencia, Vice President & CFO	TGK-Asia Consultancy Services, Inc. 5/F TCI Building, #61 West Capitol Dr. Cor. Stella Maris St., Kapitolyo, Pasig City, 1600 Manila, Philippines
Ken Brown	Verus Design and Prototype LLC (b)(6)
Mansat Preet Singh, Sr. Client Manager	Virtual Employee Pvt. Ltd. 877-697-8006
Cliff Stein	Wyoming Farms, LLC, also d/b/a ORM Rep Experts and ORMRepExperts.com c/o National Registered Agents, Inc., 160 Greentree Drive, Suite 101, Dover, Delaware 19904

F. Temporary Receiver's Staff

The employees and agents of the Temporary Receiver appointed in this case are likely to have discoverable information the FTC may use to support its claims, including, but not limited

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to, the financial operations of the corporate Defendants, the interrelated relationship between the corporate Defendants, the assets and liabilities of the corporate Defendants, the interrelated financial relationship between the corporate Defendants and the Individual Defendant, Defendants' policies and procedures, and information regarding sales, revenues, refunds and chargebacks.

Name	Contact Information
Jonathan E. Perlman	100 SE 2nd St., Suite 4400 Miami, FL 33131
Heather L. Harmon	100 SE 2nd St., Suite 4400 Miami, FL 33131
Jesus M. Suarez	100 SE 2nd St., Suite 4400 Miami, FL 33131
John Arrastia	100 SE 2nd St., Suite 4400 Miami, FL 33131
Barry Blum	100 SE 2nd St., Suite 4400 Miami, FL 33131
Maxine Streeter	100 SE 2nd St., Suite 4400 Miami, FL 33131
Omar Bradford	100 SE 2nd St., Suite 4400 Miami, FL 33131
Michael A. Friedman	100 SE 2nd St., Suite 4400 Miami, FL 33131
Laise Lowachee	100 SE 2nd St., Suite 4400 Miami, FL 33131
Mitchell Marinello	100 North Riverside Plaza Chicago, IL 60606
Ellen Serres	100 SE 2nd St., Suite 4400 Miami, FL 33131
Jessey N. Sardina	100 SE 2nd St., Suite 4400 Miami, FL 33131
Soneet Kapila, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Shawna Amarnani, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
William Funderburke, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Kevin McCoy, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Rachel Weiss, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131

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G. Financial Institutions, Payment Processors, and Asset Holders

Financial institutions used by Defendants and other entities or individuals holding assets of Defendants are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the financial operations of the corporate Defendants, the relationships among the corporate Defendants, the assets and liabilities of the corporate Defendants, the financial relationships among the corporate Defendants and the Individual Defendant, the Individual Defendant's control and knowledge of the corporate Defendants' activities, and information regarding sales, revenues, refunds and chargebacks. The identities and contact information of such financial institutions and other asset holders and their employees and agents are in the possession of the Defendants. At this time, however, at least the following financial institutions and asset holders are known by the FTC to have discoverable information:

Name	Contact Information
ACAR Leasing Ltd d/b/a GM Financial	c/o Corporation Service Company 7 St. Paul Street, Suite 820 Baltimore, Md. 21202
Bank of America	Bank of America, N.A. Attn: Legal Order Processing (213) 580-0702
BankUnited NA	BankUnited, NA Attn: Carmen German 14817 Oak Lane Miami Lakes, FL 33016
Banque Pictet & Cie SA	Route des Acacias 60 1211 Geneva 73 Switzerland +41 58 323 23 23
BMW Financial Services NA, LLC, also d/b/a Financial Services Vehicle Trust	c/o The Corporation Trust, Inc. 2405 York Rd., Suite 201 Lutherville-Timonium, MD 21093
City National Bank of Florida	City National Bank of Florida Attn: Mayra Espinola, Asst. Vice President 25 West Flagler Street Miami, FL 33130
Gibraltar Private Bank and Trust	Gibraltar Private Bank & Trust Company 55 Alhambra Plaza Coral Gables, FL 33134

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Name	Contact Information
Porsche Funding Limited Partnership, also d/b/a Porsche Leasing Ltd.	c/o CT Corporation System 289 Culver St. S. Lawrenceville, GA 30046
Texas Capital Bank, NA	Texas Capital Bank, NA Attn: Erica Dorsett, Counsel 2000 McKinney Ave. Suite 700 Dallas, TX 75201
First National Bank of Omaha	First National Bank of Omaha Att: Patrick J. Ickes, Esq. pickes@fnni.com
PayPal Holdings, Inc.	PayPal Holdings Inc. Att: Global Asset Protection Team lawenforcement@paypal.com
TSYS	J. Brandon Simpson, Esq. Director/Associate General Counsel TSYS Merchant Solutions 1601 Dodge Street, 26th Floor Omaha, NE 68102-1637 402-574-7833 bsimpson@tsys.com
Vantiv	Ashley L. Yeager Attorney vantiv o: (970) 335-5406 m: (970) 759-2529
WorldPay	Kelly Myles 201 17th St. NW, Suite 1000 Atlanta, GA 30363

H. Credit Card Companies

Because some of the Defendants' sales were accomplished through credit card charges, the major credit card companies are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the financial operations of the corporate Defendants, the interrelated relationship between the corporate Defendants, the assets and liabilities of the corporate Defendants, the Individual Defendant's control and knowledge of the corporate Defendants activities, and information regarding merchant accounts, sales, revenues, refunds and chargebacks.

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Name	Contact Information
American Express	Attn: American Express Subpoena Compliance 43 Butterfield Circle El Paso, TX 79906-5202 Ph: 915-778-1944
Discover Financial Services	2500 Lake Cook Road Riverwoods, IL 60015 Ph: 224-405-2885 Fax: 224-405-4972
MasterCard Worldwide	2000 Purchase Street Purchase, NY 10577-2509 Ph: 914-249-3959 Fax: 914-249-4261
Visa, U.S.A., Inc.	595 Market Street, 29th Floor San Francisco, CA 94105

I. Defendants' Accountants

Defendants' accountants are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, Defendants' finances and operations. The identities and contact information of Defendants' accountants are in the possession of the Defendants. At this time, however, the FTC is aware of the following individuals likely to have such discoverable information:

Name	Contact Information
Loren Cook, CTH Partners	790 West Sam Houston Parkway N, Suite 202 Houston, TX 77024

J. Plaintiffs' Staff

The FTC's investigators and staff have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants' business operations, Defendants' policies and procedures, the relationships among Defendants, Defendants' finances, the Individual Defendant's control and knowledge of Defendants' business operations, and Defendants' interactions with law enforcement and regulatory authorities.

Name	Contact Information
Reeve Tyndall, Investigator FTC Division of Marketing Practices	Communication with Mr. Tyndall should be made via FTC counsel

AMERICAN OVERSIGHT

Name	Contact Information
Katherine Koza, Paralegal FTC Division of Marketing Practices	Communication with Ms. Koza should be made via FTC counsel
Michael Kraemer, Paralegal FTC Division of Marketing Practices	Communication with Mr. Kraemer should be made via FTC counsel
Roberto Menjivar, Investigator FTC Midwest Regional Office	Communication with Mr. Menjivar should be made via FTC counsel
Roshni Agarwal, Forensic Accountant FTC Division of Litigation Technology & Analysis ("DLTA")	Communication with Ms. Agarwal should be made via FTC counsel
Richard Kaplan, Digital Forensic Examiner FTC DLTA	Communication with Mr. Kaplan should be made via FTC counsel
Daniel Gillenwater, Digital Forensic Examiner FTC DLTA	Communication with Mr. Gillenwater should be made via FTC counsel
Calvin Brown, Digital Forensic Examiner FTC DLTA	Communication with Mr. Brown should be made via FTC counsel

K. Federal and State Consumer Protection Organizations

Consumer protection organizations and agencies, and their employees and agents, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business activities, consumer complaints regarding those activities, investigations of those activities, and completed or attempted contacts and communications with Defendants and their employees and agents. These organizations and agencies include, but are not limited to, the following:

Name	Contact Information
Howard Reitz, Attorney	United States Patent and Trademark Office 600 Dulany Street Alexandria, VA 22314 571-272-4097
Brian Hanlon, Attorney	United States Patent and Trademark Office 600 Dulany Street Alexandria, VA 22314 571-272-4097
Susan Cuomo	BBB of New York 30 East 33rd Street New York, NY 10016 212-358-2826

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Name	Contact Information
Rod Davis, President	BBB of Southeast Florida and the Caribbean 4411 Beacon Circle, Suite 4 West Palm Beach, FL 33407 561-842-9278
Michele Mason, Senior Vice President	BBB of Southeast Florida and the Caribbean 4411 Beacon Circle, Suite 4 West Palm Beach, FL 33407 561-842-9278

II. Rule 26(a)(1)(A)(ii): Description, Category, and Location of Documents, Electronically Stored Information, and Tangible Things That the FTC May Use to Support Its Claims

The FTC hereby lists descriptions by category and location of documents, electronically stored information, and tangible things in the FTC's possession, custody, or control that they may use to support their claims:

A. Documents submitted by the FTC in support of its motion for a temporary restraining order, including Plaintiff's Exhibits 1 through 30 (Pages 1-3159), copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

B. Documents submitted by the FTC in support of its motion for a preliminary injunction, including Plaintiff's Exhibits 31 through 56 (Pages 3160-4791), copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

C. Documents admitted into evidence by the FTC during the Preliminary Injunction hearing, including Plaintiff's Exhibits 57, 59, and 60, copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

D. Documents admitted into evidence by the FTC during Mr. Cooper's Asset Deposition, including Plaintiff's Exhibit 58, copies of which were served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

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E. Documents, electronically stored information, and audio recordings acquired from the Defendants' business premises pursuant to the immediate access ordered by the Court in Section XXII of the Temporary Restraining Order [D.E. 11]. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

F. Documents and electronically stored information concerning the FTC's investigator and paralegal review of Defendants' marketing and/or investigator's purchase of Defendants' products or services. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

G. Documents and electronically stored information concerning consumer complaints about Defendants' products and services. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

H. Documents and electronically stored information received from banks, credit card companies, payment processors, telecommunications companies, domain registration and hosting companies, and other third parties pursuant to compulsory process. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

I. Documents provided to the FTC by banks, payment processors, other financial institutions, or the court-appointed Temporary Receiver in response to the court-ordered temporary restraining order and preliminary injunction and asset freeze in this matter. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

J. Documents provided to the FTC by subpoena recipients in response to subpoenas issued in this matter. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

III. Rule 26(a)(1)(A)(iii): Equitable Monetary Relief

The FTC does not seek legal damages in this action. Instead, it seeks equitable redress and restitution for consumers, including disgorgement of Defendants' ill-gotten gains, and/or the refund of monies paid by consumers (less any refunds already provided by Defendants to consumers). The FTC does not yet have complete information necessary to compute the exact

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amount of such monetary equitable relief; however, based on the information currently available to the FTC, the amount of this restitution is approximately $26 million. This estimate is based on the Defendants' records and calculations provided by the court-appointed Temporary Receiver of the Defendants' net revenue for their products and services. *See* Receiver's Report (Docket No. 46), pp. 24-25.

IV. Rule 26(a)(1)(A)(iv): Insurance

Not applicable.

Respectfully submitted,

David C. Shonka
Acting General Counsel

Dated: October 23, 2017

/s/ Colleen Robbins

Colleen Robbins, Special Bar # A5500793
James Evans, Special Bar # A5502080
Jody Goodman, Special Bar # A5502288
Federal Trade Commission
600 Pennsylvania Ave., NW
Mailstop CC-8528
Washington, DC 20580
(202) 326-2548; crobbins@ftc.gov
(202) 326-2026; james.evans@ftc.gov
(202) 326-3096; jgoodman1@ftc.gov

Attorneys for Plaintiff
Federal Trade Commission

AMERICAN OVERSIGHT

CERTIFICATE OF SERVICE

I hereby certify that on October 23, 2017, I served the foregoing Plaintiff's Initial Disclosures by PDF e-mail attachment on all parties and counsel identified on the service list below:

Michael A. Pineiro
Daniel L. Rashbaum
Jeffrey E. Marcus
Marcus Neiman & Rashbaum LLP
2 South Biscayne Blvd., Suite 1750
Miami, FL 33131
(305) 400-4260
mpineiro@mnrlawfirm.com
drashbaum@mnrlawfirm.com
jmarcus@mnrlawfirm.com

Attorneys for Defendants World Patent Marketing, Inc., Desa Industries, Inc., and Scott Cooper

Jesus M. Suarez
John Arrastia
Heather L. Harmon
Genovese Joblove & Battista, P.A
100 SE Second Street, 44th Floor
Miami, FL 33131
(305) 349-2300
jsuarez@gjb-law.com
jarrastia@gjb-law.com
hharmon@gjb-law.com

Attorneys for Receiver Jonathan E. Perlman

/s/ James Evans
James Evans

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Greisman, Lois C.; Evans, James; Daffan, Kathleen
Cc: Goodman, Jody
Subject: Re: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:42:52 PM

(b)(5) I have already received 2 messages from reporters.

Colleen

On: 07 November 2018 20:24,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5)

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5) We may get a foia request for documents relating to him-particularly since we filed some publicly.
Colleen

On: 07 November 2018 15:21,
"Evans, James" <jevans1@ftc.gov> wrote:

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His Wikipedia page has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Maxson, William; Daffan, Kathleen; Anguizola, Roberto; Weinman, Dotan
Cc: Robbins, Colleen B.; Evans, James
Subject: Re: World Patent Marketing & Acting Attorney General Whitaker
Date: Wednesday, November 07, 2018 10:24:13 PM

Yes. Talking with OPA et al.

On: 07 November 2018 22:09, "Maxson, William" <wmaxson@ftc.gov> wrote:

Story in WSJ now, also.

On: 07 November 2018 18:31,
"Daffan, Kathleen" <kdaffan@ftc.gov> wrote:

Thanks, Robert! We're aware of the connection but I hadn't seen this yet.

On: 07 November 2018 18:23,
"Anguizola, Roberto" <ranguizola@ftc.gov> wrote:

Not sure if this will be in the clips (see link below), but you should be aware of it. The now Acting Attorney General was on the board of World Patent Marketing and it looks like this news outfit got a hold of an email that was filed as an exhibit in DMP's case where Whitaker threatens a consumer victim.

https://www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091

AMERICAN OVERSIGHT

From: Daffan, Kathleen
To: Goodman, Jody; Evans, James; Robbins, Colleen B.
Subject: RE: WPM recent developments
Date: Friday, November 09, 2018 9:35:00 AM

Also, FYI, I'm collecting some data on what we said about the email in our filings, etc., so let's talk before anyone else spends time doing the same thing.

From: Daffan, Kathleen
Sent: Friday, November 09, 2018 9:22 AM
To: Goodman, Jody <jgoodman1@ftc.gov>; Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: RE: WPM recent developments

Not sure who's working or in the office today, but if anyone wants to have a call about this at your convenience, let me know. Thanks.

From: Goodman, Jody
Sent: Friday, November 09, 2018 9:08 AM
To: Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>; Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: WPM recent developments

Just seeing this now

On: 09 November 2018 09:03,
"Evans, James" <jevans1@ftc.gov> wrote:

See below and attached from Craig last night.

From: Craig Pugatch <capugatch@rprslaw.com>
Sent: Thursday, November 08, 2018 11:14 PM
To: Goodman, Jody <jgoodman1@ftc.gov>
Cc: Evans, James <jevans1@ftc.gov>
Subject: WPM recent developments

Ms. Goodman,

I wanted to bring to your attention something that you may already know and if not, I wanted to give you a heads up. There has been coverage of WPM in the Miami new times which was then picked up elsewhere on CNN and the Washington Post among others.

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https://www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091



Trump's Ac
Attorney G
Was Part o
Miami-Base
Invention S
Company

www.miaminewti

Today President
Trump fired Atto
General Jeff Sess
announced that I
of staff, Matthew
Whitaker, would
acting attorney g
Whitaker is a forr
attorney in Iowa,
was also involvec
Miami-based inv
marketing compa
the Federal Trade
Commission (FTC
down last year af

The issue is they are discussing is an email that Acting AG Matthew Whitaker sent to a WPM customer.

That individual was not a consumer or customer or even potential customer of WPM. It was an x employee of Scott's mortgage business from 2005 that was drug addicted and had an unhealthy obsession with him. He literally came out of nowhere and was trying to extort Scott for money. It was an entirely different matter that AG Whitaker was dealing with.

AMERICAN OVERSIGHT

I assume that the newspapers will be forced to write retractions on this issue and I assume Scott is going to be contacted by someone at the AG office to get information.

Scott and I were contacted by many newspapers today for more information on that email. I instructed Scott not to respond.

I am in unfamiliar territory here. I am concerned that somehow this can come back on all of us. Scott doesn't recall seeing that exhibit during the case but it was there and it was never argued in court. So essentially it's sitting out there and it is being used used as a political football against the acting Attorney General of the United States and it is completely untrue.

The entire thing makes me uncomfortable. I don't want this to come back at Scott. I think he has shown that he is trying to fulfill his obligations to the FTC and rebuild his life. Moreover, I do not want to take action that would be counter to the FTC or USA interest here.

Perhaps we should discuss on the phone. I imagine someone is going to reach out to me or Scott or you all in the next few days and I want us to be in sync regarding our position and how you would like for us to handle the matter.

Craig Pugatch

AMERICAN OVERSIGHT

From: Robbins, Colleen B.
To: Goodman, Jody; Daffan, Kathleen; Evans, James
Subject: Re: WPM recent developments
Date: Friday, November 09, 2018 9:50:00 AM

Call me at (b)(6) when you are ready.

On: 09 November 2018 09:37,
"Goodman, Jody" <jgoodman1@ftc.gov> wrote:

I'm headed to office— I think James and Colleen are available for a call before James boards his flight

---

On: 09 November 2018 09:22,
"Daffan, Kathleen" <kdaffan@ftc.gov> wrote:

Not sure who's working or in the office today, but if anyone wants to have a call about this at your convenience, let me know. Thanks.

From: Goodman, Jody
Sent: Friday, November 09, 2018 9:08 AM
To: Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>; Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: WPM recent developments

Just seeing this now

On: 09 November 2018 09:03,
"Evans, James" <jevans1@ftc.gov> wrote:

See below and attached from Craig last night.

From: Craig Pugatch <capugatch@rprslaw.com>
Sent: Thursday, November 08, 2018 11:14 PM
To: Goodman, Jody <jgoodman1@ftc.gov>
Cc: Evans, James <jevans1@ftc.gov>
Subject: WPM recent developments

Ms. Goodman,

I wanted to bring to your attention something that you may

AMERICAN OVERSIGHT

From: Consumer Protection Law360
To: Daffan, Kathleen
Subject: Trump"s Acting AG Linked To Patent Scam Shuttered By FTC
Date: Thursday, November 08, 2018 4:55:03 AM

CONSUMER PROTECTION

Thursday, November 8, 2018

TOP NEWS

Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Matthew G. Whitaker, whom President Donald Trump appointed acting attorney general Wednesday after firing Jeff Sessions, served as a board member at a so-called invention promotion company that the Federal Trade Commission shut down last year on allegations that it "bilked millions from consumers." Read full article »

Analysis

House Flip To Boost Privacy Policy Push, Interference Probes

Efforts to enact federal privacy legislation and to clamp down on foreign cyberattacks and influence campaigns are likely to receive even greater attention after Tuesday's midterm elections, which put Democrats with significant appetites for digging deeper into these issues in charge of key oversight committees in the U.S. House, experts say. Read full article »

Justices To Scrutinize Google Users' Standing In Privacy Row

Less than a week after hearing oral arguments, the U.S. Supreme Court wants to take a closer look at whether the 129 million Google users behind a disputed privacy class action deal have standing to have brought the case in the first place. Read full article »

Apple Again Ducks False Ad Suit Over Storage Capacity

A California federal judge has once again dismissed a lawsuit alleging Apple Inc. falsely advertised the storage capacity of its iPhones, iPads and iPods, saying the proposed class of consumers failed to state its case for how it was misled. Read full article »

Local Gov'ts Rally To Oppose In-Kind Cable Fee Cap

Several local governments sent letters Wednesday to the Federal Communications Commission opposing a new proposal to limit in-kind contributions to local franchising authorities, saying that the plan would harm local public, educational and government programming efforts.
Read full article »

CFPB's Payday Rule Compliance Date Stayed By Texas Judge

A Texas federal judge has paused implementation of the Consumer Financial Protection Bureau's payday lending rule, indefinitely staying the August 2019 compliance date after the agency announced plans to start revisiting key portions early next year. Read full article »

LITIGATION

Borrowers Ask 10th Circ. To Uphold $25M RICO Verdict

A class of borrowers who were charged millions in advance fees for never-funded loans by a Toronto-based family led by a man with a long criminal record urged the Tenth Circuit on Wednesday to preserve a $25 million verdict in their favor. Read full article »

Ponzi Investors Seek Final OK For $4.6M Deal With JPMorgan

Law360 Pro Say Podcast

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Baker McKenzie
Ballard Spahr
Byrnes Keller
Clark Hill
Cuneo Gilbert
DeForest Koscelnik
Dickie McCamey
Fairfield and Woods
Fineman Krekstein
Foley & Lardner
Frankfurt Kurnit
Greg Perkes
HKM Employment Attorneys LLP
Hagens Berman
Halunen Law
Jackson Walker
Javerbaum Wurgaft
Jeffer Mangels
Jones Day
KamberLaw LLC
Kelly Hart
King & Spalding
Kozyak Tropin
Lowenstein Sandler
Marc Brown P.A.
Mayer Brown

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A proposed class of investors asked a Massachusetts federal judge on Tuesday to grant final approval of a $4.6 million settlement with JPMorgan Chase Bank, resolving claims that the bank aided and abetted the $150 million Millennium Bank Ponzi scheme. Read full article »

Lyft's $4M Text Deal Follows Suit's Wash. High Court Detour

A proposed consumer class urged a Washington federal court on Tuesday to preliminarily approve Lyft Inc.'s $3.99 million deal over commercial text messages, reached after the Washington Supreme Court found such unwanted solicitations violate the Washington Consumer Protection Act. Read full article »

Drexel Debt Collection Fight Isn't Barred, Alum Tells 3rd Circ.

A former Drexel University student urged the Third Circuit on Wednesday to revive his lawsuit alleging the school and a Pennsylvania law firm used deceptive means to serve a complaint seeking to collect on outstanding tuition, arguing a lower court wrongly found the issue had already been litigated. Read full article »

Gun Owners Seek Cert. In Suit Over Allegedly Faulty AK-47s

Dueling firearms experts faced off in a Miami courtroom Wednesday as gun owners argued for class certification in a suit alleging Century International Arms Corp.'s AK-style assault rifles are defective, while the company pushed back and said the accidental discharges at issue were due to user error or modification. Read full article »

LabMD Appeals Dismissal Of Frivolous-Lawsuit Claims

Just a day after a Pittsburgh federal judge tossed his frivolous-lawsuit claims against Tiversa Holding Corp., Reed Smith LLP and Clark Hill PLC, the head of LabMD Inc. filed a notice of appeal to the Third Circuit Wednesday. Read full article »

Designer Can't Dodge $820K Bill Over Botched House Project

The Tenth Circuit on Tuesday refused to vacate a nearly $820,000 arbitration award a pair of homeowners won against a designer over a home renovation project that finished a year and a half late and hundreds of thousands of dollars over budget. Read full article »

EXPERT ANALYSIS

When Regulatory Standards And Truth In Advertising Collide

The Ninth Circuit's decision in Durnford v. MusclePharm Corp. — like two other recent decisions — highlights the balancing act between regulatory standards and truth-in-advertising principles. Compliance with standards doesn't always mean advertisers are in the clear, says Terri Seligman of Frankfurt Kurnit Klein & Selz PC. Read full article »

Opinion

Time To Reclaim Wellness For All Lawyers

The decision last month by Baker McKenzie's global chairman to step down due to exhaustion indicates that the legal profession needs to mount a broader wellness effort to address long hours, high stress, frequent travel and the daily demands of practice, says Leesa Klepper, director of Thrivewell Coaching. Read full article »

LEGAL INDUSTRY

Another Trump High Court Pick? Easier With A GOP Senate

After Republicans increased their margin in the Senate with a slew of victories Tuesday night, they have an easier path to confirm judges both at the appellate level and at the U.S. Supreme Court. Read full article »

Attorney General Sessions Resigns At Trump's Request

U.S. Attorney General Jeff Sessions resigned Wednesday at the request of

Mintz Levin
MoloLamken LLP
Nassiri & Jung
O'Melveny & Myers
Phillips Nizer
Pillsbury Winthrop
Pisciotti Malsch
Proskauer Rose
Reed Smith
Shepherd Finkelman
Wilentz Goldman

COMPANIES

American Arbitration Association
Apple Inc.
Association of Certified E-Discovery Specialists
Cable News Network Inc.
Cato Institute
Community Financial Corp.
Competitive Enterprise Institute
Drexel University
Exterro Inc.
G&W Laboratories Inc.
Google Inc.
JPMorgan Chase & Co.
LinkedIn Corp.
Lyft Inc.
McGuireWoods Consulting LLC
Microsoft Corporation
MusclePharm Corp.
New York Times Co.
Pom Wonderful LLC
Spokeo Inc.
The Coca-Cola Company
U.S. Chamber of Commerce
Valero Energy Corp.
Washington Mutual Inc.
ZTE Corp.

GOVERNMENT AGENCIES

Bureau of Alcohol and Tobacco Tax and Trade
Central Intelligence Agency
Consumer Financial Protection Bureau
European Union
Federal Bureau of Investigation
Federal Communications Commission
Federal Deposit Insurance Corp.
Federal Trade Commission
Food and Drug Administration
Office of the Comptroller of the Currency

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President Donald Trump, who has publicly castigated him for actions including his decision to recuse himself from a probe into Russian efforts to sway the 2016 election in Trump's favor. Read full article »

Analysis

With AG Swap, Trump Invites Showdown Over Mueller Probe

The Trump administration's decision to name a fervent critic of the Russia probe to replace former Attorney General Jeff Sessions — who had recused himself from the investigation — led to cries of a constitutional crisis Wednesday, setting the stage for a conflict between the executive branch and the incoming Democratic U.S. House of Representatives. Read full article »

Legal Departments Handling Most Work In-House

A new report released Wednesday found that legal departments of all sizes are currently handling a majority of their legal needs in-house, and that the amount of work that in-house attorneys are handling themselves has increased sharply since last year. Read full article »

Atty Arrested In NJ Shooting Death After Fleeing To Cuba

A New York City attorney accused of fatally shooting the mother of his daughter in their New Jersey home has been apprehended after fleeing to Cuba, authorities said Wednesday. Read full article »

Ex-King & Spalding Atty Says No Payout For Former Counsel

A former King & Spalding LLP associate again urged a New York federal judge to scrap a finding that the law firm that represented him in his wrongful termination suit had good cause for dropping him as a client and was entitled to a claim on any winnings he collected. Read full article »

Valero Promotes Longtime In-House Atty To General Counsel

The San Antonio-based Valero Energy Corp. has tapped one of its longtime in-house attorneys to fill the role of general counsel, effective when its current top lawyer retires next year, according to a press release. Read full article »

Dems Make Big Inroads On Texas' Largest Appellate Courts

Democrats made landmark gains in Texas' intermediate appellate courts Tuesday, winning more than 30 seats and displacing Republican incumbents on some of the state's busiest courts in Houston, Dallas and Austin. Read full article »

Law Firm Leaders: Mintz Levin's Robert Bodian

Robert Bodian has served as managing member of Mintz Levin Cohn Ferris Glovsky and Popeo PC since 2009. Under Bodian's leadership, the law firm has steadily grown and over the past three years has increased its revenue by 30 percent, its profits by 35 percent and revenue per lawyer by 20 percent. Read full article »

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AMERICAN OVERSIGHT

From: Goodman, Jody
To: Daffan, Kathleen
Cc: Robbins, Colleen B.; Evans, James
Subject: Whitaker docs
Date: Friday, November 09, 2018 3:30:15 PM

The documents I found in Relativity are here.

AMERICAN OVERSIGHT

From: Goodman, Jody
To: Daffan, Kathleen
Subject: Whitaker emails
Date: Friday, November 09, 2018 11:21:54 AM

I saved mine here and here

AMERICAN OVERSIGHT

From: Kaplan, Peter P.
To: Greisman, Lois C.; MacFarlane, Cathy; Simons, Joseph; Koslov, Tara Isa
Subject: Another Washington Post story
Date: Friday, November 09, 2018 7:48:57 PM

This story is anonymously sourced, and as far as I can tell they didn't call our office for comment.

Federal investigators scrutinized Whitaker's role in patent company accused of fraud, according to people with knowledge of case

By Carol D. Leonnig and
Rosalind S. Helderman
November 9 at 6:50 PM

Federal investigators last year looked into whether Matthew G. Whitaker, as an advisory board member of a Miami patent company accused of fraud by customers, played a role in trying to help the company silence critics by threatening legal action, according to two people with knowledge of the inquiry.

Whitaker, named this week by President Trump as acting attorney general, occasionally served as an outside legal adviser to the company, World Patent Marketing, writing a series of letters on its behalf, according to people familiar with his role.

But he rebuffed an October 2017 subpoena from the Federal Trade Commission seeking his records related to the company, according to two people with knowledge of the case.

The FTC alleged in a 2017 complaint that the company bilked customers with fraudulent promises that it would help them market their invention. The FBI has also investigated World Patent Marketing, the Wall Street Journal reported Friday.

Whitaker was not named in the FTC complaint. World Patent Marketing, without admitting fault, settled the case for more than $25 million earlier this year, according to court documents.

Justice Department officials declined to comment on Whitaker's handling of the FTC subpoena.

In a statement, Justice Department spokeswoman Kerri Kupec said, "Acting Attorney General Matt Whitaker has said he was not aware of any fraudulent activity. Any stories suggesting otherwise are false."

Whitaker's connection to World Patent Marketing came as a surprise to both senior Justice Department and White House officials, several officials said.

In their investigation, FTC staff had sought to learn more about the role played by the

AMERICAN OVERSIGHT

company's advisory board members, including Whitaker, a former U.S. attorney whose role was prominently highlighted by the company in news releases and marketing materials.

The company said the board would help review inventors' ideas to maximize their ability to get rich, according to promotional materials and former customers.

In truth, the board did not meet and rarely reviewed inventors' ideas, according to court documents.

Whitaker, however, appeared to act at times as an attorney for the company, according to people with knowledge of his role.

Whitaker has told officials he served in a limited capacity as an outside legal adviser to the company and provided occasional advice when asked but that he was not part of the day-to-day operations, according to a Justice Department official, who spoke on the condition of anonymity due to the sensitivity of the case.

When the FTC subpoenaed Whitaker for his records related to the company in October 2017, he failed to provide any information, telling investigators that he was busy at that time moving from Iowa to Washington for a new job, according to people with knowledge of the case.

At the time, Whitaker was preparing to assume a new post: chief of staff to then-Attorney General Jeff Sessions.

Another advisory board member who also did legal work for the company, New York-based attorney Eric Creizman, said he also received a subpoena from the FTC and turned over records regarding the company.

"I thought you kind of had to respond to subpoenas," he said. "If you're busy, that doesn't give you the right to avoid a subpoena."

In the end, FTC investigators did not obtain evidence or internal communications showing Whitaker knew about the company's phony promises to help investors patent and market their ideas, according to people with knowledge of the case.

This week, court receiver Jonathan Perlman, who oversaw details of the settlement, told The Washington Post that he has "no reason to believe that [Whitaker] knew of any of the wrongdoing."

Within a few months of issuing the subpoena to Whitaker, the FTC began settlement discussions with World Patent Marketing and its chief executive, Scott Cooper.

On Friday, the Wall Street Journal reported that the FBI had opened a criminal investigation into World Patent Marketing, publishing an email that one victim of the company had received from a victim specialist for the bureau.

The July 2017 email indicated that the FBI was investigating the matter at that time,

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along with the U.S. Postal Inspection Service, and invited the person to call a hotline to discuss their experiences with the company.

Spokesmen for the U.S. attorney's office in Miami and the FBI's Miami Field Office declined to comment.

In its probe of the company, FTC investigators concluded World Patent Marketing actively "suppressed" complaints about the company through "threats, intimidation and gag clauses," according to a news release by the agency.

They noted that Cooper used the threat of legal action as a cudgel to prevent customers from posting negative reviews online or complaining to the Better Business Bureau.

One customer who persisted with filing a complaint with the bureau was sent an email by one of Cooper's lawyers accusing her of engaging in activity that could subject her to a "federal extortion charge," noting the felony is punishable by two years in prison, according to the FTC complaint.

Neither Cooper nor his current attorney responded to requests for comment.

In one August 2015 email contained in court filings, Whitaker threatened one of the company's critics, emphasizing that he was a former U.S. attorney.

In response to a man who had complained to Cooper about the company and threatened to file a complaint with the Better Business Bureau. Whitaker warned "there could be serious and criminal consequences" if he proceeded. Whitaker noted his previous role as the top federal prosecutor in southern Iowa and included an image of his law firm's logo.

Four days after Whitaker's email, the company filed a lawsuit against the man in New York, alleging he had defamed Cooper and attempted to extort him. The company's suit noted that Whitaker had intervened in the matter at Cooper's personal request.

The lawsuit was settled out of court in 2016.

Alice Crites, Devlin Barrett and Matt Zapotosky contributed to this report.

From: Kaplan, Peter P.
Sent: Friday, November 09, 2018 11:45 AM

AMERICAN OVERSIGHT

To: Greisman, Lois C. <LGREISMAN@ftc.gov>; MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>
Subject: RE: Ongoing inquiry

Hi again everyone. I wanted to keep you up to date on this -- the Wall Street Journal just called to say they are planning to publish a story about an FBI referral in connection with this case and asked if we had any comment. I told them no comment of course. Will send the story as soon as I see it published.

From: Kaplan, Peter P.
Sent: Thursday, November 08, 2018 10:23 PM
To: Greisman, Lois C. <LGREISMAN@ftc.gov>; MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>
Subject: RE: Ongoing inquiry

They just published the story, below....

The Washington Post

Before he led the Justice Department, Matthew G. Whitaker promoted company accused of deceiving clients

By Carol D. Leonnig ,
Rosalind S. Helderman and
Robert O'Harrow Jr.
November 8 at 9:32 PM

When federal investigators were digging into an invention-promotion company accused of fraud by customers, they sought information in 2017 from a prominent member of the company's advisory board: Matthew G. Whitaker, a former U.S. attorney in Iowa.

It is unclear how Whitaker — who was appointed acting attorney general by President Trump on Wednesday — responded to a Federal Trade Commission subpoena to his law firm, according to two people familiar with the investigation.

In the end, the FTC filed a complaint against Miami-based World Patent Marketing, accusing it of misleading investors and falsely promising that it would help them patent and profit from their inventions, according to court filings.

AMERICAN OVERSIGHT

In May of this year, a federal court in Florida ordered the company to pay a settlement of more than $25 million and close up shop, records show. The company did not admit or deny wrongdoing.

Whitaker's sudden elevation this week to replace fired Attorney General Jeff Sessions has put new scrutiny on his involvement with the shuttered company, whose advisory board he joined in 2014, shortly after making a failed run for U.S. Senate in Iowa.

At the time, he was also running a conservative watchdog group with ties to other powerful nonprofits on the right and was beginning to develop a career as a Trump-friendly cable television commentator.

World Patent Marketing — founded by Miami businessman Scott J. Cooper, who had donated $2,600 to Whitaker's Senate campaign — prominently highlighted Whitaker's résumé as a former U.S. attorney, which helped lend the company credibility.

But Whitaker seems to have been more than a figurehead. He spoke about inventions of the company's clients in online videos — including a special hot-tub seat for people with mobility issues. He also penned a response to at least one complaint — writing athreatening email in which he cited his role as a former U.S. attorney, according to court filings.

"It's really upsetting to know that guy will be attorney general," said Ryan Masti, 26, who lost $77,000 after paying World Patent Marketing to help him bring to market his idea for a social media app to help the disabled. "It's so offensive. It's like a stab in the back."

Whitaker did not respond to requests for comment about World Patent Marketing or the investigation. "We'll decline," Justice Department spokeswoman Sarah Isgur Flores said in an email to The Washington Post.

A spokesman for the FTC also declined to comment.

There was no evidence that Whitaker knew company salespeople were making false promises to inventors, court receiver Jonathan Perlman said in an interview.

AMERICAN OVERSIGHT

"I have no reason to believe that he knew of any of the wrongdoing," Perlman said.

Whitaker was paid at least $10,000 by the company, according to court filings.

At the conclusion of the FTC investigation, Perlman sent a demand letter to Whitaker — along with other advisory board members — seeking repayment of the fees they received. Whitaker did not respond, Perlman said.

When Whitaker was appointed to the board of World Patent Marketing in October 2014, a company spokesman said in a press release that he would provide "vision and direction." Later, the company touted Whitaker's legal background and said he was working with the company to help investors avoid patent marketing fraud.

"As a former U.S. Attorney, I would only align myself with a first class organization," Whitaker said in a 2014 company news release. "World Patent Marketing goes beyond making statements about doing business 'ethically' and translate those words into action."

According to the FTC, however, the company falsely promised clients it would patent and market their ideas in exchange for hefty fees — and then pocketed the money.

"For the last three years, Defendants have operated an invention-promotion scam that has bilked thousands of consumers out of millions of dollars," the agency alleged in a recently unsealed court filing. "In truth and in fact, Defendants fail to fulfill almost every promise they make to consumers."

Neither Cooper nor his current attorney responded to requests for comment.

In court documents, Cooper told the court that the company did provide some services to customers and said the company's website warned customers that most inventions are not commercially successful, according to the Fort Lauderdale, Fla., Sun-Sentinel.

World Patent Marketing salespeople would persuade prospective clients

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to sign a confidentiality agreement and then ask them to explain their idea, according to court documents.

Whatever the concept, no matter how banal or improbable, investigators found, the salesperson would pronounce the idea fantastic and encourage the customer to pay for a package to market and patent the idea, documents show.

Many people ended up in debt or lost their life savings, according to the FTC.

Promotional material highlighted the meaty résumés of board members like Whitaker, which seemed to be a key component of the business operation. The company said the board would help review inventors' ideas to maximize their ability to get rich.

"Innovators are today's revolutionaries — forward-thinking visionaries that have come together to form the powerful and influential World Patent Marketing advisory board," the narrator of one promotional video intoned, as photos of Whitaker and other board members filled the screen.

Masti, who said he struggled with ADHD as a child and hoped his invention would help others like him, said in an interview that he trusted the company in part because he was told that advisory board members, including Whitaker, had reviewed his idea and thought it would be successful.

"They said he's very high up. He's a professional. He's got a lot of power," said Masti, a resident of Cameron, N.Y., who said he voted for Trump in 2016. "That's how they sold you."

Now, Masti said he is living with his parents and facing crushing debt from loans he took out to pay the company.

Another former customer, Penn Mason, an airline employee from Nashville, said he paid World Patent Marketing $21,000 to help him patent and market a real estate app he had invented.

The company failed to patent his product and quickly stopped returning his phone calls, he said.

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Mason said he believes that paid advisory board members like Whitaker essentially pocketed money from unsuspecting victims.

"That was our money," said Mason, 52. Of Whitaker's selection as acting attorney general, he said, "It makes me sick to my stomach . . . It's like a punch in the gut."

When investors began to complain that they had paid the company large sums with little to show for it, they were threatened, according to interviews and court documents.

Mason said that after he began to complain, he got a call from Cooper, the CEO, who threatened to sue him for slander. "He really scared me," Mason said. "You feel like you're dealing with all these bigwigs."

The Miami New Times, which published in an in-depth investigation of the company last year, reported that Cooper would sometimes tell people who had posted negative reviews of the company that he had security with specialized training in the Israeli martial art Krav Maga.

In an August 2015 email included in court documents, Whitaker wrote to a complainant who threatened to go to the Better Business Bureau, "I am assuming you understand that there could be serious civil and criminal consequences for you." He noted he was a former U.S. attorney.

Another board member, Aileen M. Marty, a professor of infectious disease at Florida International University in Miami, said she was told when she joined the board that she would be sent interesting patent ideas to review — but never received any.

Marty said she received one check for her board service, which she returned when she heard the company could be committing fraud.

"I wish I had never heard of the company and I wish that my name were not in any way associated with it. I can't turn back time and not accept the offer to be on their board — believe me if I could, I would," she said in an email to The Post.

As he was advising World Patent Marketing, Whitaker ran a conservative watchdog group called the Foundation for Accountability

AMERICAN OVERSIGHT

and Civic Trust. The group lodged numerous ethics complaints and calls for investigations, targeting Hillary Clinton and Supreme Court nominee Merrick Garland, as well as some Republicans.

On its website, FACT lists a downtown Washington address. But it is one of some 200 "virtual members" who use a K Street location to claim a presence in the nation's capital, according to Brian Bullock, assistant general manager of Carr Workplaces, the firm that operates the site.

"They only come in every six months or so," Bullock said. "We pretty much just accept their mail."

FACT was formed in 2014 with a large donation from another tax-exempt charity that has served as a fountainhead of cash for organizations affiliated with the conservative movement — an arrangement that helps further mask the identity of donors.

The group received more than $1 million in recent years from a donor-advised fund called Donors Trust Inc., which is a source of funding for scores of other conservative groups, including Judicial Watch, Project Veritas, the Claremont Institute, the Federalist Society and the David Horowitz Freedom Center, tax filings show.

Whitaker received $402,000 in 2016 as FACT's president and director — nearly a third of the donations the group received that year, according to its tax filings. He received $252,000 in 2015, more than half the charity's receipts that year, tax filings show.

FACT officials declined to comment, but they described the group as a nonpartisan ethics watchdog that holds accountable government officials from both parties.

Alice Crites and Tom Hamburger contributed to this report.

From: Greisman, Lois C.
Sent: Thursday, November 08, 2018 9:17 PM
To: MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>
Cc: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: Re: Ongoing inquiry

AMERICAN OVERSIGHT

(b)(5)

I am not sure any FOIA requests have even been lodged and certainly nothing has come from us.
Touch base in am. L

On: 08 November 2018 21:06, "MacFarlane, Cathy" <cmacfarlane@ftc.gov> wrote:

Just a heads up that the Post called Peter asking for comment on new documents they have related to the World Patent Marketing issue. Peter, of course, did not comment but we talked and anticipate a significant article tomorrow morning.
We should talk tomorrow after we see the article.
Cathy

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Kaplan, Peter P.; Katz, Mitchell J.
Subject: FW: Message from Unknown sender (b)(6)
Date: Thursday, September 06, 2018 12:03:00 PM
Attachments: VoiceMessage.wav

He says he is from NPR but I don't recognize the name and it's odd to get such a call out of the blue. Can one of you follow up?

From: Cisco Unity Connection Messaging System <unityconnection@hq-unity-01.trade.ftc.gov>
Sent: Thursday, September 06, 2018 10:06 AM
To: lgreisman@hq-unity-01.trade.ftc.gov
Subject: Message from Unknown sender (b)(6)

AMERICAN OVERSIGHT

From: Kaplan, Peter P.
To: Greisman, Lois C.
Subject: FW: seeking your help with breaking story
Date: Wednesday, November 07, 2018 9:33:22 PM

The W Post

From: (b)(6) @washpost.com>
Sent: Wednesday, November 07, 2018 9:32 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: RE: seeking your help with breaking story

Peter I am looking for an email exhibit in the case. One from Whitaker to (b)(6) He threatens the guy. Can you point me to it? Is there an exhibit file? Anything searchable.

THANKS!!!

From: Kaplan, Peter P. [mailto:pkaplan@ftc.gov]
Sent: Wednesday, November 07, 2018 5:18 PM
To: (b)(6) @washpost.com>
Subject: RE: seeking your help with breaking story

[EXTERNAL EMAIL]

Hi (b)(6) The documents we have about this case are posted on our website on the case page for World Patent Marketing [ftc.gov]. If you're looking for information about the case beyond that, then the best thing to do is to submit a FOIA request which you can do electronically here [ftc.gov]. If you need to follow up further, feel free to call me on my mobile phone (b)(6) (b)(6)

Regards,

Peter Kaplan
FTC Public Affairs

From (b)(6) @washpost.com>
Sent: Wednesday, November 07, 2018 4:58 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>; Office of Public Affairs <OPA@ftc.gov>; Katz, Mitchell J. <MKATZ@ftc.gov>
Subject: seeking your help with breaking story

Dear FTC media folks,
I am writing a piece on acting AG Whitaker and see that he was on the board of a company that has been investigated by the FTC. The company is called World Patent Marketing Inc. I see a case filed by the FTC in the Southern District of Florida. The case number is 17-cv-20848-gayles-otazo-reyes.

AMERICAN OVERSIGHT

Can you tell me the disposition of this matter? How shall we describe it? What did the FTC conclude about the role of Whitaker and other board members.

I know this is late but still…I look forward to hearing from you as I am on deadline.

(b)(6)
National Desk
The Washington Post
1301 K Street NW
Washington, D.C. 20071
(b)(6)

AMERICAN OVERSIGHT

From: Kaplan, Peter P.
To: MacFarlane, Cathy; Koslov, Tara Isa; Kennedy, Morgan; Crawford, Molly; Greisman, Lois C.; Daffan, Kathleen
Subject: FW: Voice of America Request for FTC
Date: Thursday, November 08, 2018 1:03:12 PM

(b)(5)

From: (b)(6) @voanews.com>
Sent: Thursday, November 08, 2018 12:46 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: Voice of America Request for FTC

Peter,

I spoke with Juliana Gruenwald yesterday and she forwarded you our written request.

The Voice of America contacted the FTC yesterday and requested information and documents regarding the World Patent Marketing case and the conduct of one of their advisory board members, Matthew Whitaker.

We've subsequently learned that FTC investigators were told that Whitaker, while serving as a paid advisor to the company's board, had threatened one complaining customer with legal action.

Would you please contact me as soon as possible.
We are working on a story for tonight and it is important we speak with you today.

Thank you for your assistance,

(b)(6) **Investigative Producer**
Voice of America News
330 Independence Ave., S.W.
Washington, D.C. 20237
Office: 202-382-5684

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Kaplan, Peter P.; Gruenwald Henderson, Juliana
Cc: Daffan, Kathleen
Subject: Fwd: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:19:02 PM
Attachments: Whitaker Subpoena.pdf

From: "Evans, James" <jevans1@ftc.gov>
Subject: The Acting Attorney General and WPM
Date: 07 November 2018 15:21
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Daffan, Kathleen" <kdaffan@ftc.gov>
Cc: "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Goodman, Jody" <jgoodman1@ftc.gov>

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His Wikipedia page has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Kaplan, Peter P.; Gruenwald Henderson, Juliana
Cc: Daffan, Kathleen
Subject: Fwd: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:31:55 PM

Begin Forwarded Message:

> **From:** "Daffan, Kathleen" <kdaffan@ftc.gov>
> **Subject:** Re: The Acting Attorney General and WPM
> **Date:** 07 November 2018 20:28
> **To:** "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
> **Cc:** "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5)

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5) We may get a foia request for documents relating to him-particularly since we filed some publicly.
Colleen

On: 07 November 2018 15:21,
"Evans, James" <jevans1@ftc.gov> wrote:

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His Wikipedia page has a whole paragraph on his involvement with WPM (as of the sending of this email).

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I am in the Internet Lab but can come back downstairs any time.

AMERICAN OVERSIGHT

(b)(5)

On: 08 November 2018 21:06, "MacFarlane, Cathy" <cmacfarlane@ftc.gov> wrote:

Just a heads up that the Post called Peter asking for comment on new documents they have related to the World Patent Marketing issue. Peter, of course, did not comment but we talked and anticipate a significant article tomorrow morning.
We should talk tomorrow after we see the article.
Cathy

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Kaplan, Peter P.; Gruenwald Henderson, Juliana
Cc: Daffan, Kathleen
Subject: Re: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 9:26:18 PM

Very good. Worth touching base in am Thx.

On: 07 November 2018 21:04,
"Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

For queries on this I've been sending them to the case page, and if they want it is their prerogative to submit a FOIA on any further docs.

On: 07 November 2018 20:31,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

Begin Forwarded Message:

> **From:** "Daffan, Kathleen" <kdaffan@ftc.gov>
> **Subject:** Re: The Acting Attorney General and WPM
> **Date:** 07 November 2018 20:28
> **To:** "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
> **Cc:** "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5) I have a hill briefing in am but don't leave until 9:40. Will do my best to be in by 9 to chat or call me

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5) We may get a

AMERICAN OVERSIGHT

From: Kaplan, Peter P.
To: Greisman, Lois C.
Subject: RE: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 9:31:28 PM

(b)(5)

From: Greisman, Lois C.
Sent: Wednesday, November 07, 2018 9:26 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>; Gruenwald Henderson, Juliana <jhenderson2@ftc.gov>
Cc: Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM

Very good. Worth touching base in am Thx.

On: 07 November 2018 21:04,
"Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

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On: 07 November 2018 20:31,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

Begin Forwarded Message:

From: "Daffan, Kathleen" <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM
Date: 07 November 2018 20:28
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
Cc: "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

AMERICAN OVERSIGHT

From: Greisman, Lois C.
To: Kaplan, Peter P.
Cc: Daffan, Kathleen
Subject: Re: WSJ has posted the email
Date: Wednesday, November 07, 2018 10:03:49 PM

Adding Kati.
I'm pretty sure this is consistent with what is on the court docket in our case.
We would have nothing further to say.

On: 07 November 2018 21:53, "Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

DOESN'T SAY EXACTLY WHERE THEY GOT IT.....

-[if !supportLists]-->• <!--[endif]-->POLITICS

Jeff Sessions' Successor Had Advised Company Accused of Scam

Acting Attorney General Matthew Whitaker was a paid adviser to World Patent Marketing, closed by Federal Trade Commission last year

By
Mark Maremont
Nov. 7, 2018 7:53 p.m. ET

Matthew Whitaker, appointed acting attorney general on Wednesday after Jeff Sessions resigned, was a paid advisory-board member of an invention-promotion company shut down by federal regulators last year as an alleged scam.

The Federal Trade Commission last year accused World Patent Marketing Inc., of Miami Beach, Fla., of scamming would-be inventors by charging them thousands of dollars to patent and promote their inventions. The company "provided almost no service in return" and threatened people who complained, the regulator said.

The FTC alleged that the scheme, which it said was promoted through "bogus 'success stories' and testimonials," began in early 2014. The agency found that consumers lost about $26 million; some allegedly ended up in debt or lost their life savings.

A Justice Department spokeswoman didn't immediately respond to a request for comment.

World Patent Marketing announced in October 2014 that Mr. Whitaker, a former U.S.

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attorney in Iowa, had joined its advisory board.

A December 2014 company press release quoted Mr. Whitaker as saying: "As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business 'ethically' and translates them into action."

World Patent Marketing promotional videos and photos show Mr. Whitaker reviewing invention ideas with the company's founder, and the FTC included in court exhibits an email from Mr. Whitaker acting on behalf of the company and threatening a customer who complained with potential "serious civil and criminal consequences." The August 2015 email was reviewed by The Wall Street Journal.

An article in the Miami New Times from August 2017 recounted Mr. Whitaker's role with the company.

Mr. Whitaker was paid a total of $9,375 in advisory fees by World Patent Marketing in five installments between 2014 and early 2016, according to documents filed in the FTC civil lawsuit, in U.S. District Court in Miami. He was owed a further $7,500 at the time the FTC moved to seize the company, the documents show.

World Patent Marketing and its founder settled the FTC case earlier this year, agreeing not to promote any patent-marketing services. The founder also agreed to turn over a Miami Beach waterfront property he owned to the FTC, court records show.

Jonathan Perlman, a court-appointed receiver in the World Patent Marketing case, said in an interview with the Journal that the company had a 12-member advisory board, generally people the founder had met socially. He said "some received payments for which they said they didn't do anything."

Mr. Perlman said he asked all the advisory-board members to repay the sums they received. Some agreed, he said, adding that Mr. Whitaker didn't respond to a demand letter.

The court-appointed receiver cautioned that Mr. Whitaker might not have said everything attributed to him by World Patent Marketing, adding that the company founder "was a salesman who could go pretty far in saying things to make it look better."

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From: Robbins, Colleen B.
To: Goodman, Jody; Evans, James
Subject: RE: Whitaker
Date: Friday, March 24, 2017 1:00:00 PM

Just talked to him. (b) (5) He represented Scott in some Iowa civil matter as a plaintiff and then did give some legal advice after that , but not for WPM business. He never looked at inventions and never went to a meeting.

From: Goodman, Jody
Sent: Friday, March 24, 2017 10:11 AM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Evans, James
Sent: Friday, March 24, 2017 10:03 AM
To: Goodman, Jody; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Goodman, Jody
Sent: Friday, March 24, 2017 9:32 AM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

(b) (5)

From: Evans, James
Sent: Friday, March 24, 2017 9:17 AM
To: Goodman, Jody; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Goodman, Jody
Sent: Thursday, March 23, 2017 10:00 PM
To: Robbins, Colleen B.; Evans, James
Subject: Re: Whitaker

(b) (5)

On: 23 March 2017 21:02, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

AMERICAN OVERSIGHT

(b) (5) [redacted]

(b) (5) [redacted]

(b) (5) [redacted]

Let's talk tomorrow.

Colleen

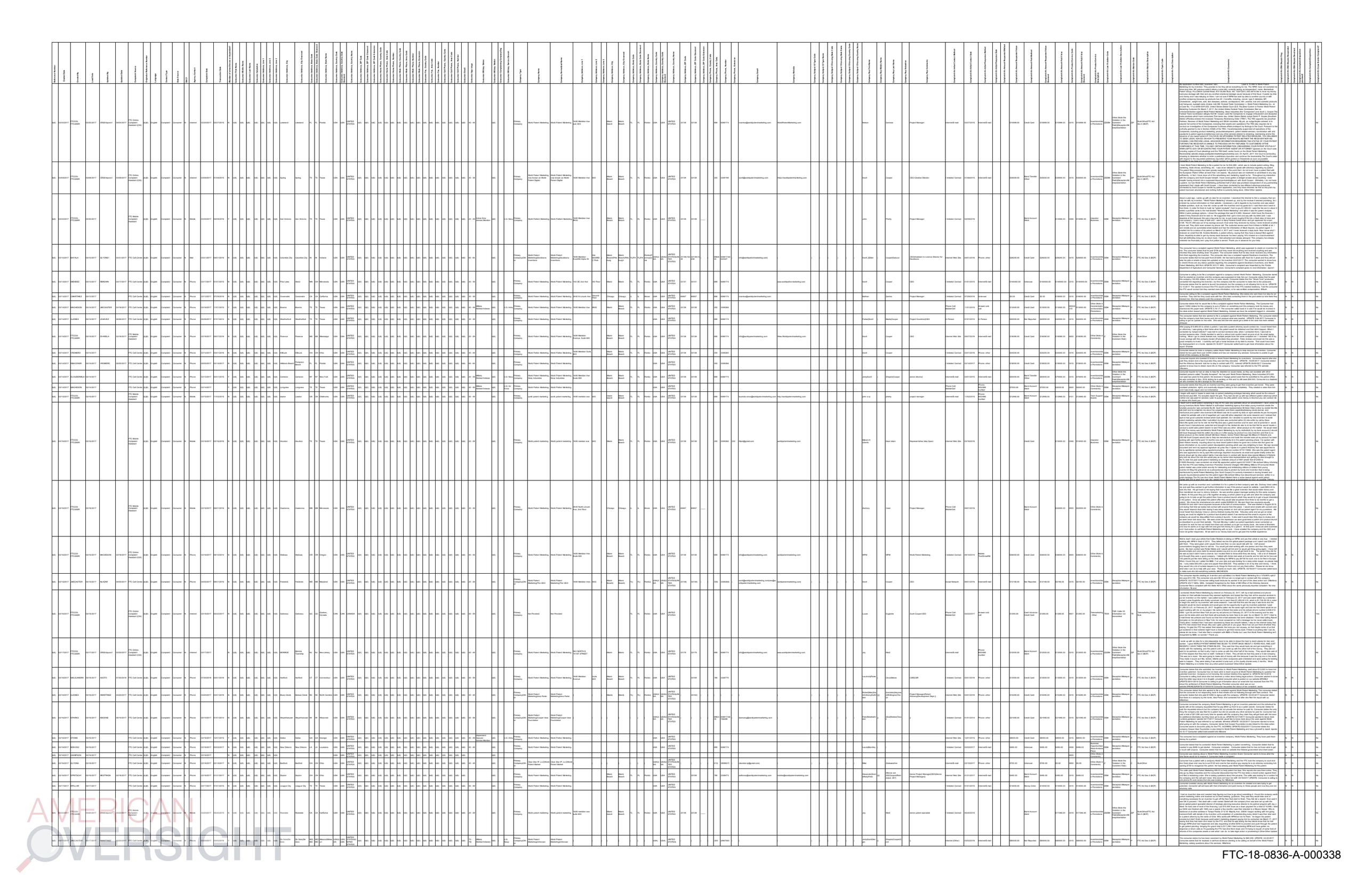
AMERICAN OVERSIGHT

Reference Number	Complaint Source	Phone In Registry?	Consumer First Name	Consumer Middle Name	Consumer Last Name	Consumer Address, Line 1	Consumer Address, Line 2	Consumer Address, City	Consumer Address, City Cleansed	Consumer Address, State	Consumer Address, State Cleansed	Consumer Address, State Name	Consumer Address, ZIP Code	Consumer Address, ZIP Code Cleansed	Consumer Address, ZIP Code Extension	Consumer Phone, Area Code	Consumer Phone, Number	Company Name	Company Normalized Name	Company State	Company State Cleansed	Company Phone, Country Code	Company Phone, Area Code	Company Phone, Number	Other Information Created Date	Other Information Complaint Date	Other Information Load Date	Other Information Product Service Description	Other Information Organization	Other Information Complaint Channel	Other Information Transaction Date	Other Information Transaction Time	Other Information Comments	Other Information Existing Business Relationship	Other Information Pre-Recorded Message	Other Information Requested Entity to Stop Calling
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Huntsville	Huntsville	TX	TX	Texas	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		866	4698354	04/06/2015	04/06/2015	04/06/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/06/2015	13:00:00	I call to get off the do not call and they ask for my full name, email address and other information. This is nothing but an information gathering service and they need to be stopped. Please	No		Yes	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Dallas	Dallas	TX	TX	Texas	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	WORLD PATENT MARKETING	WORLD PATENT MARKETING	TF	TF	1	866	4698354	04/20/2015	04/20/2015	04/20/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/20/2014	17:00:00	I called back this number 18664698354 to get the company name and a representative name at 5:19pm. They called me automated at 5:16 . I got the name of the company. Representative name Chris Graves .	No		Yes	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	West Bend	West Bend	WI	WI	Wisconsin	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		866	4698354	04/21/2015	04/21/2015	04/21/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/21/2015	22:00:00	This organization has repeatedly called me at unacceptable hours such as 9:00 and 10:30 PM. Your assistance is greatly appreciated.	No		No	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)			CA	CA	California	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	FL	FL		786	2338657	06/17/2015	06/17/2015	06/17/2015	National Do Not Call Registry	National Do Not Call Registry	Web	06/17/2015	08:00:00	I have been contacted by this company for a year and have asked them to stop calling and texting me.	No		No	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)			FL	FL	Florida	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		888	9268174	07/10/2015	07/10/2015	07/14/2015	National Do Not Call Registry	National Do Not Call Registry	IVR	07/02/2015	00:00:00		No		No	Yes
(b)(6)	National Do Not Call Registry	N	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Bouira	Bouira	AL	AL	Alabama	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World patent marketing	World patent marketing	TF	TF		888	9268174	10/22/2018	10/22/2018	10/22/2018	National Do Not Call Registry	National Do Not Call Registry	Web	08/16/2014	01:08:00	ood morning (evening) everybody how are you doing . I wish everyone is doing good . I am thanking you a lot about your help . Allow me to introduce myself . My full name is (b)(6) I am from Algeria (b)(6). I have a problem . I have sent an idea to World Patent Marketing since 2014 . They accepted my idea and since that day ,they were asking me for money . In fact I couldn't send them money but i was looking for a way for how to send them money till suddenly the website got disappear . I have been looking for the website and sending emails to them but no answers as they were sending . One day I discovered that it was a scam from google informations . I have got a horrible feeling inside me . I didn't get desperate I have been looking for help everywhere but no way , that was on 2017 till now . One day I discovered a website called LET JOE KNOW . I have sent them an email talking about my problem then they sent me an email talking about you FTC . They aske --- Subject matter of the call: world patent marketing			No	No

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| Database Number | Created Date | Created By | Last Date | Last User | Updated Date | Updated By | Created in Source | Duplicate Reference Number | Language | Contact Type | Data Source | Consumer | Phone | Agency Opened | Complaint Date | Transaction Date | Received after preliminary or Abandoned? | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address Line 4 | Consumer Address City | Consumer Address State | Consumer Address ZIP Code | Consumer Address ZIP Code Extension | Consumer Address Country | Consumer Work Phone | Consumer Work Phone Extension | Consumer Work Phone Country Code | Consumer Work Phone Area Code | Consumer Work Phone Number | Consumer Fax Number | Consumer Fax Area Code | Consumer Fax Phone Country Code | Consumer Fax Phone Area Code | Consumer Fax Phone Number | Consumer Email | Consumer Age | Consumer Ethnicity | Consumer Military Status | Consumer Citizenship/Nationality | Consumer Address Same as Company Address | Company Type | Company Name | Company Secondary Name | Company Address Line 1 | Company Address Line 2 | Company Address Line 3 | Company Address City | Company Address State | Company Address ZIP Code | Company Address ZIP Code Extension | Company Address Country Code | Company Address Country Name | Company Phone Country Code | Company Phone Number | Company Phone Extension | Company Fax Country Code | Company Fax Area Code | Company Fax Phone Number | Company Email | Company Website | Company Address Line 1 | Company Address Line 2 | Company Address Line 3 | Company Address City | Company Address State | Company Address ZIP Code | Company Address ZIP Code Extension | Company Address Country Code | Company Address Country Name | Company Phone Country Code | Company Phone Number | Company Phone Extension | Company Fax Country Code | Company Fax Area Code | Company Fax Phone Number | Company Email | Company Website | Complaint Intake Channel | Complaint Intake Status | Complaint Intake Date | Complaint Intake Closed Date | Complaint Intake Description | Complaint Intake Root Cause | Complaint Intake Solution | Complaint Intake Public Comment | Complaint Intake Company Response | Complaint Intake Consumer Disputed? | Complaint Intake Company Public Response | Complaint Intake Consumer Reviewed Company Response? | Complaint Intake Consumer Submitted Additional Information? | Complaint Intake Company Received Additional Information? | Complaint Intake Consumer Reviewed Company Public Response? | Complaint Intake Consumer Submitted Additional Information? | Complaint Intake Company Received Additional Information? | Complaint Intake Consumer Reviewed Company Public Response? | Complaint Intake Tags |
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| Redacted Number | Created Date | Created By | Last Case | Updated Date | Updated By | Case Owner | Complaint Source | Complaint Source Number | Originating Reference Number | Language | Complaint Type | Consumer Type | Organization Name | Organization Type | Agency Category | Complaint Age | Complaint Year | Consumer Time Zone | Consumer Address Street | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address City | Consumer Address State | Consumer Address Zip Code | Consumer Address Country | Consumer Address ZIP Code Extension | Consumer Address Census Tract | Consumer Address Census Block | Consumer Address Latitude | Consumer Address Longitude | Consumer Address Location | Consumer Phone Area Code | Consumer Phone Prefix | Consumer Phone Number | Consumer Phone Extension | Consumer Phone Type | Consumer Phone Unknown | Consumer Email Address | Consumer Email Unknown | Consumer Name Suffix | Consumer Name Prefix | Consumer Name First | Consumer Name Middle | Consumer Name Last | Consumer Name Unknown | Company Name | Company Type | Company Name Unknown | Company Name Unknown Reason | Company Address Line 1 | Company Address Line 2 | Company Address City | Company Address State | Company Address Zip Code | Company Address Zip Code Extension | Company Address Country | Company Address ZIP Code Extension | Company Address Census Tract | Company Address Census Block | Company Address Latitude | Company Address Longitude | Company Address Location | Company Address Unknown | Company Phone Area Code | Company Phone Prefix | Company Phone Number | Company Phone Extension | Company Phone Type | Company Phone Unknown | Company Email Address | Company Email Unknown | Company Website | Company Website Unknown | Company Address Edit Code | Company Address Edit Code Unknown | Company Address Edit Date | Company Address Edit Date Unknown | Company Address Edit Time | Company Address Edit Time Unknown | Company Address Edit Username | Company Address Edit Username Unknown | Company Address Edit Role | Company Address Edit Role Unknown | Company Address Edit Profile | Company Address Edit Profile Unknown | Company Address Edit Division | Company Address Edit Division Unknown | Company Phone Edit Code | Company Phone Edit Code Unknown | Company Phone Edit Date | Company Phone Edit Date Unknown | Company Phone Edit Time | Company Phone Edit Time Unknown | Company Phone Edit Username | Company Phone Edit Username Unknown | Company Phone Edit Role | Company Phone Edit Role Unknown | Company Phone Edit Profile | Company Phone Edit Profile Unknown | Company Phone Edit Division | Company Phone Edit Division Unknown | Complaint Description | Complaint Description Unknown | Complaint Issue | Complaint Issue Unknown | Complaint Issue Detail | Complaint Issue Detail Unknown | Complaint Tags | Complaint Tags Unknown | Complaint Date | Complaint Date Unknown | Complaint Time | Complaint Time Unknown | Complaint Type | Complaint Type Unknown | Complaint Type Description | Complaint Type Description Unknown | Complaint Channel | Complaint Channel Unknown | Complaint Comments | Complaint Comments Unknown | Complaint Public Comments | Complaint Public Comments Unknown | Complaint Resolution | Complaint Resolution Unknown | Complaint Resolution Code | Complaint Resolution Code Unknown | Complaint Resolution Description | Complaint Resolution Description Unknown | Complaint Closed Reason | Complaint Closed Reason Unknown | Complaint Closed Description | Complaint Closed Description Unknown |
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Case # 15-CV-
Case # 15-CV-60798 World Patent
Marketing filing complaint. They provide a one they will do everything for the. While case, documented we
Patent Group. PLLC6839 Cantrell Road, #10 Little Rock, AR 72207(501) 492-9970 We to Save my money
Marketing Group, LLC 1200 Brickell Avenue, Suite 1950 Miami, FL 33131 (305) 372-3330 Fax: (305) 372-
and money and I was refusing us them. I am not sure if BPM has sold my files to another country or with
another company because my products has 60 + benefits, including, cancer, type 5 diabetes, MY.
Marketing Group, LLC 1200 Brickell Avenue, Suite 1950 Miami, FL 33131 (305) 372-3330 Fax: (305) 372-

| Reference Number | Created Date | Created By | Last Edit | Updated Date | Complaint Form | Complainant Name Submitted | Complainant Language | Complaint | Complainant Type | Web Review | Phone | Agency Received | Complaint Date | Complaint Status | Mailed Letter Received on Attempt #? | Complainant First Name | Complainant Middle Name | Complainant Last Name | Complainant Address - Street Address | Complainant Address - Street Address 2 | Complainant Address - City | Complainant Address - State | Complainant Address - Zip Code | Complainant Address - Country | Complainant Address - Phone Number | Complainant Address - Phone Extension | Complainant Address - Email | Complainant Address - Preferred Contact Method | Complainant Address - Mailing Street Address | Complainant Address - Mailing Street Address 2 | Complainant Address - Mailing City | Complainant Address - Mailing State | Complainant Address - Mailing Zip Code | Complainant Address - Mailing Country | Complainant Address - Mailing Country Name | Company Name | Company Business Name | Company Mailing Address - Line 1 | Company Mailing Address - Line 2 | Company Mailing Address - City | Company Mailing Address - State | Company Mailing Address - Zip Code | Company Mailing Address - Zip Code Extension | Company Mailing Address - Mail Code | Company Mailing Address - Mail Code Extension | Company Mailing Address - Country | Company Mailing Address - Country Name | Company Mailing Address - Phone Number | Company Mailing Address - Phone Extension | Company Mailing Address - Email | Company Mailing Address - Website | Company Mailing Address - ZIP Code Combined | Company Mailing Address - ZIP Code Extension | Company Physical Address - Street Address | Company Physical Address - Street Address 2 | Company Physical Address - City | Company Physical Address - State | Company Physical Address - Zip Code | Company Physical Address - Zip Code Extension | Company Physical Address - Country | Company Physical Address - Country Name | Company Physical Address - Phone Number | Company Physical Address - Phone Extension | Company Physical Address - Email | Company Physical Address - Website | Company Physical Address - ZIP Code Combined | Company Physical Address - ZIP Code Extension | Company Physical Address - Same as Mailing Address? | Company Type | Company Name | Company Business Name | Company Mailing Address - Line 1 | Company Mailing Address - Line 2 | Company Mailing Address - City | Company Mailing Address - State | Company Mailing Address - Zip Code | Company Mailing Address - Zip Code Extension | Company Mailing Address - Mail Code | Company Mailing Address - Mail Code Extension | Company Mailing Address - Country | Company Mailing Address - Country Name | Company Mailing Address - Phone Number | Company Mailing Address - Phone Extension | Company Mailing Address - Email | Company Mailing Address - Website | Company Mailing Address - ZIP Code Combined | Company Mailing

| Reference Number | Created Date | Created By | Last Date | Update By | Update Date | Complaint Source | Complaint Type | Regulation Reference Received | Language | Consumer Type | Consumer Complaint Narrative | Consumer Tracking Number | Consumer Address Name | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address City | Consumer Address State | Consumer Address ZIP Code | Consumer Address Country | Consumer Address Phone Number | Consumer Address Email | Consumer Address Fax | Consumer Address Preferred Method | Consumer Address Time Zone | Consumer Address Best Time to Call | Consumer Address Do Not Call | Consumer Address Do Not Mail | Consumer Address Do Not Email | Consumer Address Do Not Fax | Consumer Address Do Not Text | Consumer Address Do Not Solicit | Consumer Address Deceased | Consumer Address Bilingual | Consumer Address Interpreter Needed | Consumer Address Military Member | Consumer Address Unreasonably Contacting | Consumer Address Attorney Represented | Consumer Address Bankruptcy | Company Type | Company Name | Company Number of Employees | Company Address Line 1 | Company Address Line 2 | Company Address Line 3 | Company Address City | Company Address State | Company Address ZIP Code | Company Address Country | Company Address Phone Number | Company Address Email | Company Address Fax | Company Address Preferred Method | Company Address Time Zone | Company Address Best Time to Call | Company Address Do Not Call | Company Address Do Not Mail | Company Address Do Not Email | Company Address Do Not Fax | Company Address Do Not Text | Company Address Do Not Solicit | Company Address Deceased | Company Address Bilingual | Company Address Interpreter Needed | Company Address Military Member | Company Address Unreasonably Contacting | Company Address Attorney Represented | Company Address Bankruptcy | Company Direct | Company Website | Consumer Address Email Type | Consumer Address Email Date | Consumer Address Email Bounced | Consumer Address Email Bounce Date | Consumer Address Email Bounce Reason | Consumer Address Email Bounce Action | Consumer Address Email Bounce Action Date | Consumer Address Email Bounce Action By | Consumer Address Phone Type | Consumer Address Phone Date | Consumer Address Phone Bounced | Consumer Address Phone Bounce Date | Consumer Address Phone Bounce Reason | Consumer Address Phone Bounce Action | Consumer Address Phone Bounce Action Date | Consumer Address Phone Bounce Action By | Company Phone Type | Company Phone Date | Company Phone Bounced | Company Phone Bounce Date | Company Phone Bounce Reason | Company Phone Bounce Action | Company Phone Bounce Action Date | Company Phone Bounce Action By | Company Fax Type | Company Fax Date | Company Fax Bounced | Company Fax Bounce Date | Company Fax Bounce Reason | Company Fax Bounce Action | Company Fax Bounce Action Date | Company Fax Bounce Action By | Consumer Address Email Type | Consumer Address Email Date | Consumer Address Email Bounced | Consumer Address Email Bounce Date | Consumer Address Email Bounce Reason | Consumer Address Email Bounce Action | Consumer Address Email Bounce Action Date | Consumer Address Email Bounce Action By | Company Address Email Type | Company Address Email Date | Company Address Email Bounced | Company Address Email Bounce Date | Company Address Email Bounce Reason | Company Address Email Bounce Action | Company Address Email Bounce Action Date | Company Address Email Bounce Action By | Complaint Intake Channel | Complaint Intake Date | Complaint Intake Created By | Complaint Intake Type | Complaint Intake Description | | Complaint Intake Case Closed | Complaint Intake Case Closed Date | Complaint Intake Case Description | |
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| Reference Number | Created Date | Created By | Last Date | Updated By | Created Via | Complaint Source | Complaint Type | Date Received | Agent Closed | Complaint Status | Complaint Description | Method of Consumer Contact | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Address, Line 1 | Consumer Address, Line 2 | Consumer Address, Line 3 | Consumer Address, Line 4 | Consumer Address, City (Invalid) | Consumer Address, State Code | Consumer Address, State Code (Invalid) | Consumer Address, Postal Code | Consumer Address, Country Code | Consumer Address, Country Code (Invalid) | Consumer Address, Email | Consumer Address, Phone | Consumer Address, Phone Extension | Consumer Address, Mobile Phone | Consumer Address, Fax | Consumer Fax Number | Consumer Email Address | Consumer Preferred Method of Contact | Consumer Preferred Language | Primary Company | Primary Company Name | Primary Company Website | Primary Company Phone | Primary Company Address, Line 1 | Primary Company Address, Line 2 | Primary Company Address, Line 3 | Primary Company Address, City | Primary Company Address, State Code | Primary Company Address, State | Primary Company Address, Postal Code | Primary Company Address, Country Code | Primary Company Address, Country | Primary Company Address, Phone Number | Primary Company Address, Phone Extension | Primary Company Address, Mobile Phone | Primary Company Address, Fax | Primary Company Email | Primary Company Address, Mailing Address | Primary Company Address, Mailing Address, Line 2 | Primary Company Address, Mailing Address, Line 3 | Primary Company Address, Mailing City | Primary Company Address, Mailing State/Province | Primary Company Address, Mailing State/Province (Invalid) | Primary Company Address, Mailing Postal Code | Primary Company Address, Mailing Country | Primary Company Address, Mailing Country (Invalid) | Primary Company Address, Phone Number | Primary Company Address, Phone Extension | Primary Company Address, Mailing Phone | Primary Company Address, Fax | Primary Company Email | Primary Company Address, Shipping Address | Primary Company Address, Shipping Address, Line 2 | Primary Company Address, Shipping Address, Line 3 | Primary Company Address, Shipping City | Primary Company Address, Shipping State/Province | Primary Company Address, Shipping State/Province (Invalid) | Primary Company Address, Shipping Postal Code | Primary Company Address, Shipping Country | Primary Company Address, Shipping Country (Invalid) | Primary Company Address, Phone Number | Primary Company Address, Phone Extension | Primary Company Address, Shipping Phone | Primary Company Address, Fax | Primary Company Email | Primary Company Address, Website | Primary Company Address, Last Verified | Primary Company Address, Verification Method | Primary Company Address, Verification Source | Primary Company Address, Verification Date | Primary Company Address, Verification Result | Primary Company Address, Verification Result Code | Primary Company Address, Verification Result Description | Primary Company Address, Verification Comment | Complaint Address, Mailing Address | Complaint Address, Mailing Address, Line 2 | Complaint Address, Mailing Address, Line 3 | Complaint Address, Mailing City | Complaint Address, Mailing State/Province | Complaint Address, Mailing State/Province (Invalid) | Complaint Address, Mailing Postal Code | Complaint Address, Mailing Country | Complaint Address, Mailing Country (Invalid) | Complaint Address, Phone Number | Complaint Address, Phone Extension | Complaint Address, Mobile Phone | Complaint Address, Fax | Complaint Email | Complaint Address, Website | Complaint Address, Last Verified | Complaint Address, Verification Method | Complaint Address, Verification Source | Complaint Address, Verification Date | Complaint Address, Verification Result | Complaint Address, Verification Result Code | Complaint Address, Verification Result Description | Complaint Address, Verification Comment | Complaint Address, Cross Border Commerce? | Complaint Address, Cross Border Commerce? (Invalid) | Complaint Address, Cross Border Commerce? Description | Complaint Address, Cross Border Commerce? Comment |
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| Redacted Number | Created Date | Created By | Last Date | Updated By | Updated Date | Complaint Source | Original Reference Number | Language | Consumer Complaint | Consumer Consent | Consumer Consent Provided? | Contact Type | Date Source | DMV | Agency Created | Contacted Date | Transaction Date | Matter of attendance or phone/mail? | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Suffix | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address City | Consumer Address State | Consumer Address Zip Code | Consumer Address Country | Consumer Address Zip Code Extension | Consumer Address Type | Consumer Address Is Bad Data? | Consumer Address Note | Consumer Address Validation Override Code | Consumer Address Validation Override Code Description | Consumer Address Validation Override Note | Consumer Address Validation Override By | Consumer Address Validation Override Date/Time | Company Type | Company Name | Company Secretary/Clerk Name | Company Address Line 1 | Company Address Line 2 | Company Address Line 3 | Company Address City | Company Address State | Company Address Zip Code | Company Address Country | Company Address Zip Code Extension | Company Address Type | Company Address Is Bad Data? | Company Address Note | Company Address Validation Override Code | Company Address Validation Override Code Description | Company Address Validation Override Note | Company Address Validation Override By | Company Address Validation Override Date/Time | Company Email | Company Website | Company Phone Number | Company Phone Extension | Company Phone Country Code | Company Fax Number | Company Fax Extension | Company Fax Country Code | Company Phone Number Is Bad Data? | Company Phone Number Note | Company Phone Validation Override Code | Company Phone Validation Override Code Description | Company Phone Validation Override Note | Company Phone Validation Override By | Company Phone Validation Override Date/Time | Company Social | Company Industry | Company Employee Size | Company Annual Revenue | Company Ownership | Company Ticker Symbol | Company Year Established | Company Description | Company Number of Locations | Company Primary Location | Company Primary Location Is Headquarters | Company Primary Location Is Headquarters Note | Company Primary Location Is Headquarters Override | Company Primary Location Is Headquarters Override By | Company Primary Location Is Headquarters Override Date/Time | Complaint Date Created | Complaint Date Updated | Complaint Date Submitted | Complaint Date Received | Complaint Date Entered | Complaint Date Reviewed | Complaint Date Closed | Complaint Date Last Modified | Complaint Date Redacted | Complaint Date Description | Complaint Date Status | Complaint Date Status Note | Complaint Date Status Override | Complaint Date Status Override By | Complaint Date Status Override Date/Time | Complaint Date Status Override Reason | Complaint Date Status Override Note

| Reference Number | Created Date | Closed By | Lead Date | Updated By | Updated Date | Complaint Source | Originator Reference Received | Language | Complaint | Contact Type | Date Source | Agent | Agent Contact | Complaint Date | Transaction Date | Number of Initial Attempts (if applicable) | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address City | Consumer Address State | Consumer Address Zip Code | Consumer Address Country | Consumer Address Zip Code Extension | Consumer Address Province | Consumer Address Postal Code | Consumer Address County Name | Consumer Address Zip Code Extension | Consumer Address Zip Code Extension | Consumer Address Zip Code Extension

| Reference Number | Created Date | Case No. | Lead No. | Lead Title | Updated Date | Updated By | Assigned To Queue | Originator Reference Number | Language | Contact Type | Site Source | Media | Agency Involved | Complaint Date | Complaint Time | Mailing Address Line 1 | Mailing Address Line 2 | Mailing Address City | Mailing Address State | Mailing Address Zip Code | Mailing Address Country Name | Mailing Address Country Code | Complainant Email Address | Complainant Phone Number | Complainant Phone Number Extension | Complainant Phone Number Type | Complainant Last Name | Complainant First Name | Complainant Middle Name | Complainant Suffix | Complainant Business Name | Complainant Address Line 1 | Complainant Address Line 2 | Complainant Address City | Complainant Address State | Complainant Address Zip Code | Complainant Address Country Name | Complainant Address Country Code | Complainant Address Type | Company Name | Company Street Address Line 1 | Company Street Address Line 2 | Company Street Address City | Company Street Address State | Company Street Address Zip Code | Company Street Address Country Name | Company Street Address Country Code | Company Phone Number | Company Phone Number Extension | Company Phone Number Type | Company Email Address | Company Web Site | Company Name | Company Street Address Line 1 | Company Street Address Line 2 | Company Street Address City | Company Street Address State | Company Street Address Zip Code | Company Street Address Country Name | Company Street Address Country Code | Company Phone Number | Company Phone Number Extension | Company Phone Number Type | Company Email Address | Company Web Site | Complaint Description | Complaint Type Code | Complaint Type Description | Complaint Received Date | Complaint Received Time | Complaint Received Method | Complaint Received Method Code | Complaint Received Method Description | Complaint Received Method Other | Complaint Received Method Other Description | Complaint Received Method Other Code | Complaint Received Method Other Code Description | Complaint Received Method Other Text | Complaint Received Method Other Code Description | Complaint Received Method Other Text | Complaint Received Method Other Code Description | Complaint Received Method Other Text

| Reference Number | Contact Date | Contact By | Last Name | Update Date | Update By | Complaint Source | Assigned Business Number | Language | Contact Type | Entry Source | Agent | Agent Licensed | Complaint Date | Transaction Date | Member of stakeholders or advocates? | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address Line 3 | Consumer Address City | Consumer Address State | Consumer Address Zip Code | Consumer Address Country | Consumer Address Email | Consumer Address Phone | Consumer Address Fax | Consumer Address Line 1 Overseas | Consumer Address Line 2 Overseas | Consumer Address Line 3 Overseas | Consumer Address City Overseas | Consumer Address State Overseas | Consumer Address Zip Code Overseas | Consumer Address Country Overseas | Consumer Address Email Overseas | Consumer Address Phone Overseas | Consumer Address Fax Overseas | Company Type | Company Name | Company Recruited From | Company Address_Line 1 | Company Address_Line 2 | Company Address_Line 3 | Company Address_City | Company Address_State | Company Address_Zip Code | Company Address_Country | Company Address_Email | Company Address_Phone | Company Address_Fax | Company Address_Line 1 Overseas | Company Address_Line 2 Overseas | Company Address_Line 3 Overseas | Company Address_City Overseas | Company Address_State Overseas | Company Address_Zip Code Overseas | Company Address_Country Overseas | Company Address_Email Overseas | Company Address_Phone Overseas | Company Address_Fax Overseas | Company Point of Contact | Company Website Name | Company Big Law Firm | Company Big Law Attorney | Company Big Comments | Complaint Initial Contact Date | Complaint Initial Contact Method | Complaint Initial Contact Notes | Complaint Initial Response Date | Complaint Initial Response Method | Complaint Initial Response Notes | Complaint Initial Amount Requested Dollars | Complaint Initial Amount Received Dollars | Complaint Initial Amount Requested Other | Complaint Initial Amount Received Other | Complaint Initial Amount Paid Dollars | Complaint Initial Amount Paid Check | Complaint Initial Amount Paid Other | Complaint Initial Amount Refunded | Complaint Initial Amount Refunded Check | Complaint Initial Amount Refunded Other | Complaint Initial Case Disposition | Complaint Initial Case Disposition Date | Complaint Initial Case Disposition Code | Complaint Initial Case Disposition Description | Complaint Initial Case Disposition Notes | Complaint Initial Complaint Description | Complaint Initial Complaint Resolution | Complaint Initial Complaint Resolution Notes | Complaint Initial Complaint Resolved | Complaint Initial Complaint Resolved Date | Complaint Initial Complaint Resolved Description | Complaint Initial Complaint Resolved Notes | Complaint Initial Complaint Resolved Check | Complaint Initial Complaint Resolved Other | Complaint Initial Complaint Resolved Other Description | Complaint Initial Complaint Resolved Other Notes | Complaint Initial Complaint Resolved Other Complaint | Complaint Initial Complaint Resolved Other Complaint Resolved | Complaint Initial Complaint Resolved Other Complaint Resolved Notes | Complaint Initial Complaint Resolved Other Complaint Resolved Date |
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| Reference Number | Created Date | Complaint Filing Entity | Complaint Filing Entity Type | Complaint Status | Complaint Status Reason | Complaint Filing Channel | Complaint Type | Complaint Consumer Type | Consumer Represented by Attorney? | Consumer Phone Number | Consumer Email Address | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Suffix | Consumer Address, Line 1 | Consumer Address, Line 2 | Consumer Address, Line 3 | Consumer Address, City | Consumer Address, State | Consumer Address, Zip Code | Consumer Address, Country | Consumer Address, Zip Code Extension | Consumer Address, Phone Number | Consumer Address, Phone Number Extension | Consumer Address, Fax Number | Consumer Address, Email Address | Consumer Address, Company Name | Consumer Address, Job Title | Consumer Address, Salutation | Consumer Address, Suffix | Consumer Address, Mailing Address | Consumer Complaining/Defending Entity Name | Consumer Address Service Branch | Consumer Address Service Branch Name | Company Type | Company Name | Company Parent Name | Company Primary Address, Line 1 | Company Address, Line 2 | Company Address, Line 3 | Company Address, City | Company Address, State | Company Address, Zip Code | Company Address, Zip Code Extension | Company Address, Country Code | Company Address, Country Name | Company Address, Phone Number | Company Phone Extension | Company Fax Number | Company Email Address | Company Website | Consumer Complaint Text | Consumer Subject Of Complaint Code | Consumer Subject Of Complaint Text | Consumer Subject Of Complaint Detail Code | Consumer Subject Of Complaint Detail Text | Consumer Address, Mailing Address | Consumer Address, Mailing Address | Consumer Address, Mailing Address

| Reference Number | Created Date | Created By | Last Date | Quick By | Update Date | Complaint Source | Litigation Reference Number | Language | Contact Type | Gender | New Source | Affect | Attorney Interest | Complaint Date | Transaction Date | Number of Complainants Represented? | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address City | Consumer Address State | Consumer Address Zip Code | Consumer Address Country | Consumer Address Phone | Consumer Address Phone Extension | Consumer Address Fax | Consumer Address Email

| Reference Number | Created Date | Created By | Last Date | Update By | Update Date | Complaint Source | Complaint Source Number | Original Reference Number | Language | Contact Type | Title | Mailing Country | Mailing Zip/Postal Code | Mailing State/Province | Mailing City | Mailing Address Line 1 | Mailing Address Line 2 | Mailing Address Line 3 | Mailing Address - ZIP Code Extension | Mailing Address - ZIP Code | Mailing Address - Country | Mailing Address - State/Province | Mailing Address - City | Mailing Address - Street Name | Mailing Address - Street Number | Mailing Address - Post Office Box | Mailing Address - Country Code | Mailing Address - State Code | Mailing Address - City Code | Mailing Address - Street Code | Mailing Address - Post Office Box Flag | Mailing Address - Postal Code

| Reference Number | Created Date | Case No. | Last Date | Last Time | Clearing Person | Consumer Protection Matter | Language | Content Type | Web Source | ANI | Phone Contact | Case Call Date | Todays Date | Business Name(s) Entered | Business Address - Country Name | Business Address - ZIP Code | Business Address - ZIP Code Entered | Business Address - Phone Number | Business Address - Phone Number Entered | Business Address - Email Address | Business Address - Email Address Entered | Business Address - Web Site | Business Address - Web Site Entered | Business Address - Fax Number | Business Address - Fax Number Entered | Business Address - Mailing Address | Business Address - Mailing Address Entered | Business Address - City Entered | Business Address - City | Business Address - City Entered | Business Address - State Code | Business Address - State Code Entered | Business Address - State Name | Business Address - Country Code | Business Address - Country Code Entered | Business Address - Country Name | Business Address - ZIP Code | Business Address - ZIP Code Entered | Business Address - Phone Number | Business Address - Phone Number Entered | Business Address - Email Address | Business Address - Email Address Entered | Business Address - Web Site | Business Address - Web Site Entered | Business Address - Fax Number | Business Address - Fax Number Entered | Business Address - Mailing Address | Business Address - Mailing Address Entered | Business Address - City Entered | Business Address - City | Business Address - City Entered | Business Address - State Code | Business Address - State Code Entered | Business Address - State Name | Business Address - Country Code | Business Address - Country Code Entered | Business Address - Country Name | Business Address - ZIP Code | Business Address - ZIP Code Entered | Business Address - Phone Number | Business Address - Phone Number Entered | Business Address - Email Address | Business Address - Email Address Entered | Business Address - Web Site | Business Address - Web Site Entered | Business Address - Fax Number | Business Address - Fax Number Entered | Consumer Title | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Name Suffix | Consumer Title Entered | Consumer Phone Number | Consumer Phone Number Entered | Consumer Phone Number Extension | Consumer Phone Number Extension Entered | Consumer Mailing Address | Consumer Mailing Address Entered | Consumer City | Consumer City Entered | Consumer State Code | Consumer State Code Entered | Consumer State Name | Consumer Country Code | Consumer Country Code Entered | Consumer Country Name | Consumer Postal Code | Consumer Postal Code Entered | Consumer Email Address | Consumer Email Address Entered | Consumer Complaint Description | Consumer Complaint Description Entered | Consumer Desired Resolution | Consumer Desired Resolution Entered | Consumer Has Been Compensated | Consumer Has Been Compensated Entered | Consumer Has Been Harmed | Consumer Has Been Harmed Entered | Consumer Has Been Harmed Amount | Consumer Has Been Harmed Amount Entered | Consumer Has Been Harmed Explanation | Consumer Has Been Harmed Explanation Entered | Consumer Has Been Contacted | Consumer Has Been Contacted Entered | Consumer Has Been Contacted Explanation | Consumer Has Been Contacted Explanation Entered | Consumer Has Been Harmed Explanation | Consumer Has Been Harmed Explanation

Reference Number	Complaint Type	Complaint Subtype	Incident Date	Incident Time	Received Date	Received Time	Submitted Via	Consumer Complaint Narrative	Company Public Response	Consumer Consent Provided?	Company Name	State	ZIP code	Tags	Consumer Complaint Narrative
3026	11/29/2017	FTC/Other Complaint Assistant (COA)	11/29/2017	08:23:00 PM	11/29/2017	08:23:00 PM	Web	My name is (b)(6). I lived an idea and I was planning to get a patent for my idea. I was looking for some help to file my project to the patent office. World Patent Marketing company called me and sent $49 order message. I thought it was a good company to help me to get a patent for my idea. I paid $399 for their service. Unfortunately, they are not responding to my emails and they are not answering my calls. Also, I'm very disappointed with their service. They are not helping me to get a patent for my idea. I would like to get my money back. Please help me to get my money back. Thank you very much for your help.						
3026	12/29/2017	FTC/Other Complaint Assistant (COA)	11/29/2017	08:23:00 PM	12/29/2017	08:23:00 PM	Web	(b)(6), I am a Nurse and I have a patent that I invented. I was approached by World Patent Marketing to help me get a patent for my invention. I was told that the process would take 12 months and cost $7,000. I was told that I would receive a full refund if I was not awarded a patent. I was told that I would receive a full refund if I was not awarded a patent. I was told that I would receive a full refund if I was not awarded a patent

| Reference Number | Created Date | Created By | Last Date | Update By | Update Date | Case Last Source | Assignment Reference Number | Assignee | Contact Type | Web Source | MMS? | Agency Interest | Case Last Date | Tracking Num Date | Number of Complainants (Aggregate) | Consumer First Name | Consumer First Name 2 | Consumer Last Name | Consumer Address, Line 1 | Consumer Address, Line 2 | Consumer Address, Line 3 | Consumer Address, City | Consumer Address, State Code | Consumer Address, State Code (Expanded) | Consumer Address, Zip Code | Consumer Address, Zip Code (Expanded) | Consumer Address, Country Code | Consumer Address, Country Code (Expanded) | Consumer Home Phone, Country Code | Consumer Home Phone, Area Code | Consumer Home Phone, Number | Consumer Home Phone, Extension | Consumer Fax, Country Code | Consumer Fax, Area Code | Consumer Fax, Number | Consumer Email | Consumer Web Page | Consumer Address Attention | Consumer Complaint Summary | Consumer Address, Same as Entity Address | Consumer Address, Same as Entity Address (Expanded) | Consumer Address, Same as Entity Address 2 | Consumer Address, Same as Entity Address 2 (Expanded) | Consumer Address, Same as Entity Address 3 | Consumer Address, Same as Entity Address 3 (Expanded) | Consumer Address, City | Consumer Address, City (Expanded) | Consumer Address, State Code | Consumer Address, State Code (Expanded) | Consumer Address, Zip Code | Consumer Address, Zip Code (Expanded) | Consumer Address, Country Code | Consumer Address, Country Code (Expanded) | Consumer Address, Same as Entity Address | Consumer Address, Same as Entity Address (Expanded) | Consumer Address, Same as Entity Address 2 | Consumer Address, Same as Entity Address 2 (Expanded) | Consumer Address, Same as Entity Address 3 | Consumer Address, Same as Entity Address 3 (Expanded) | Consumer Address, City | Consumer Address, City (Expanded) | Consumer Address, State Code | Consumer Address, State Code (Expanded) | Consumer Address, Zip Code | Consumer Address, Zip Code (Expanded) | Consumer Address, Country Code | Consumer Address, Country Code (Expanded) | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Suffix | Consumer Title | Consumer Company Name | Consumer Email Address | Consumer Phone Number | Consumer Phone Extension | Consumer Phone Country Code | Consumer Phone Area Code | Consumer Phone Number | Consumer Phone Extension | Consumer Fax Country Code | Consumer Fax Area Code | Consumer Fax Number | Consumer Email Address | Consumer Web Page | Consumer Address Attention | Consumer Complaint Summary

| Reference Number | CreatedDate | CreatedBy | LastDate | UpdatedBy | UpdatedDate | Complaint Source | Complaint Sub-Source | Complaint Language | Complaint Type | Complaint Channel | Web Source | MAC | Agency Created | Complaint Date | Transaction Date | Weeks of week/Month of month/diff | Consumer First Name | Consumer Middle Name | Consumer Last Name | Consumer Suffix | Consumer Address Line 1 | Consumer Address Line 2 | Consumer Address City | Consumer Address State | Consumer Address ZIP Code | Consumer Address ZIP Code Extension | Consumer Address Country Code | Consumer Address Country Name | Consumer Work Phone | Consumer Work Phone Ext | Consumer Mobile Phone | Consumer Home Phone | Consumer Fax | Consumer Email | Consumer Preferred Method of Contact | Consumer Do Not Call | Consumer Opt Out Phone | Consumer Opt Out Email | Consumer Deceased | Consumer Age range | Company Address 3 Line | Company Address 3 City | Company Address 3 State | Company Address 3 Country | Company Address 3 Country Code | Company Address 3 Country Name | Company Address 3 Zip Code | Company Type | Company Name | Company Number Name | Company Address Line 1 | Company Address Line 2 | Company Address City | Company Address City (Derived) | Company Address State | Company Address State Code | Company Address State (Derived) | Company Address ZIP Code | Company Address Country Name | Company Address Country Code | Company Phone | Company Phone Extension | Company Email | Company Fax | Company Web Address | Company Type Code | Company Subject Of Complaint | Company Subject Of Complaint Code | Company Opt Out Selection | Company Phone Country Code | Company Phone Country Name | Company Fax Country Code | Company Fax Country Name | Company Reward | Company Key Words Name | Company Key Law Name | Company Key Statutes | Company Key Comments | Complainant or Initiator Contact Method | Complainant or Initiator Contact Date | Complainant or Initiator Contact Status | Complainant or Initiator Contact Method | Complainant or Initiator Opt Out Date | Complainant or Initiator Request or Notice | Complainant or Initiator Amount Requested Value | Complainant or Initiator Amount Paid Value | Complainant or Product Line or Code | Complainant or Product Price Value | Complainant or Product Price Value (Derived) | Complainant or Product Line | Complainant or Product Line or Code | Complainant or Product Line or Code Description | Complainant or Matter Code | Complainant or Matter Name (Derived) | Complainant or Type Code | Complainant or Type Description | Complainant or Comments | Complainant or Client Priority | Complainant or CID Record Requested | Complainant or CID Record Received | Complainant or CID Record Returned | Complainant or Complaint Classification | Complainant or Complaint Classification Code | Complainant or Case Current ID |
|---|---|---

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Daniel McGrath
American Oversight
1030 15th St NW,
Washington, DC 20005

APR 10 2019

Re: FOIA-2019-00195
Matthew Whitaker and World Patent Marketing

Dear Mr. McGrath:

This is in response to your request dated November 16, 2018, under the Freedom of Information Act seeking access to records regarding Matthew Whitaker and World Patent Marketing, et al. On December 12, 2018, the FTC released a partial response to this request. This is our second and final response regarding this request.

We have located approximately 1,032 pages of responsive records.[1] I am granting partial access to the accessible records. Portions of these pages fall within one or more of the exemptions to the FOIA's disclosure requirements, as explained below.

Some responsive records contain staff analyses, opinions, and recommendations. Those portions are deliberative and pre-decisional and are an integral part of the agency's decision making process. They are exempt from the FOIA's disclosure requirements by FOIA Exemption 5, 5 U.S.C. § 552(b)(5). *See NLRB v. Sears, Roebuck & Co.*, 421 U.S. 132 (1975). Additionally, some records contain information prepared by an attorney in contemplation of litigation, which is exempt under the attorney work-product privilege. *See Hickman v. Taylor*, 329 U.S. 495, 509-10 (1947).

I am denying access to certain names, email addresses, and any other identifying information found in the records. This information is exempt from release under FOIA Exemption 6, 5 U.S.C. § 552(b)(6), because individuals' right to privacy outweighs the general public's interest in seeing personal identifying information. *See The Lakin Law Firm v. FTC*, 352 F.3d 1122 (7th Cir. 2003).

If you are not satisfied with this response to your request, you may appeal by writing to Freedom of Information Act Appeal, Office of the General Counsel, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580, or via email at FOIAAppeal@ftc.gov, within 90 days of the date of this letter. Please enclose a copy of your original request and a copy of this response.

[1] The approximation does not include duplicative records.

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You also may seek dispute resolution services from the FTC FOIA Public Liaison Richard Gold via telephone at 202-326-3355 or via e-mail at rgold@ftc.gov; or from the Office of Government Information Services via email at ogis@nara.gov, via fax at 202-741-5769, or via mail at Office of Government Information Services (OGIS), National Archives and Records Administration, 8601 Adelphi Road, College Park, MD 20740.

If you have any questions about the way we handled your request or about the FOIA regulations or procedures, please contact Kamay Lafalaise at 202-326-3780.

Sincerely,

Dione J. Stearns
Assistant General Counsel

AMERICAN OVERSIGHT

To: (b)(6) @gmail.com (b)(6) @gmail.com]
From: Yves Cham
Sent: Wed 1/4/2017 9:39:55 PM
Subject: Patent Invention & Intelligence Report
Smart-Product-Building-Guide NEW (1).pdf
(b)(6) 2-05-2016.pdf

(b)(6)

Hello (b)(6)

Please find attached the Patent Invention & Intelligence Report, and below there is a link to the Smart Product building Agreement and attached is the Smart Product building Guide. Please let me know when we could setup a conference call to review the information and come up with a plan of action.

https://www.hellosign.com/s/79a09d93

Yves Cham
Global Division Manager/Sr. Product Director
yves@worldpatentmarketing.com
888-926-8174 | Ext: 219
Direct: 888-926-8174 | Fax: 888-689-2485
World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, FL 33139
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FTC-18-0836-B-000002

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SCOTT J. COOPER
CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

OUR INVENTION TEAM ADVISORY BOARD





























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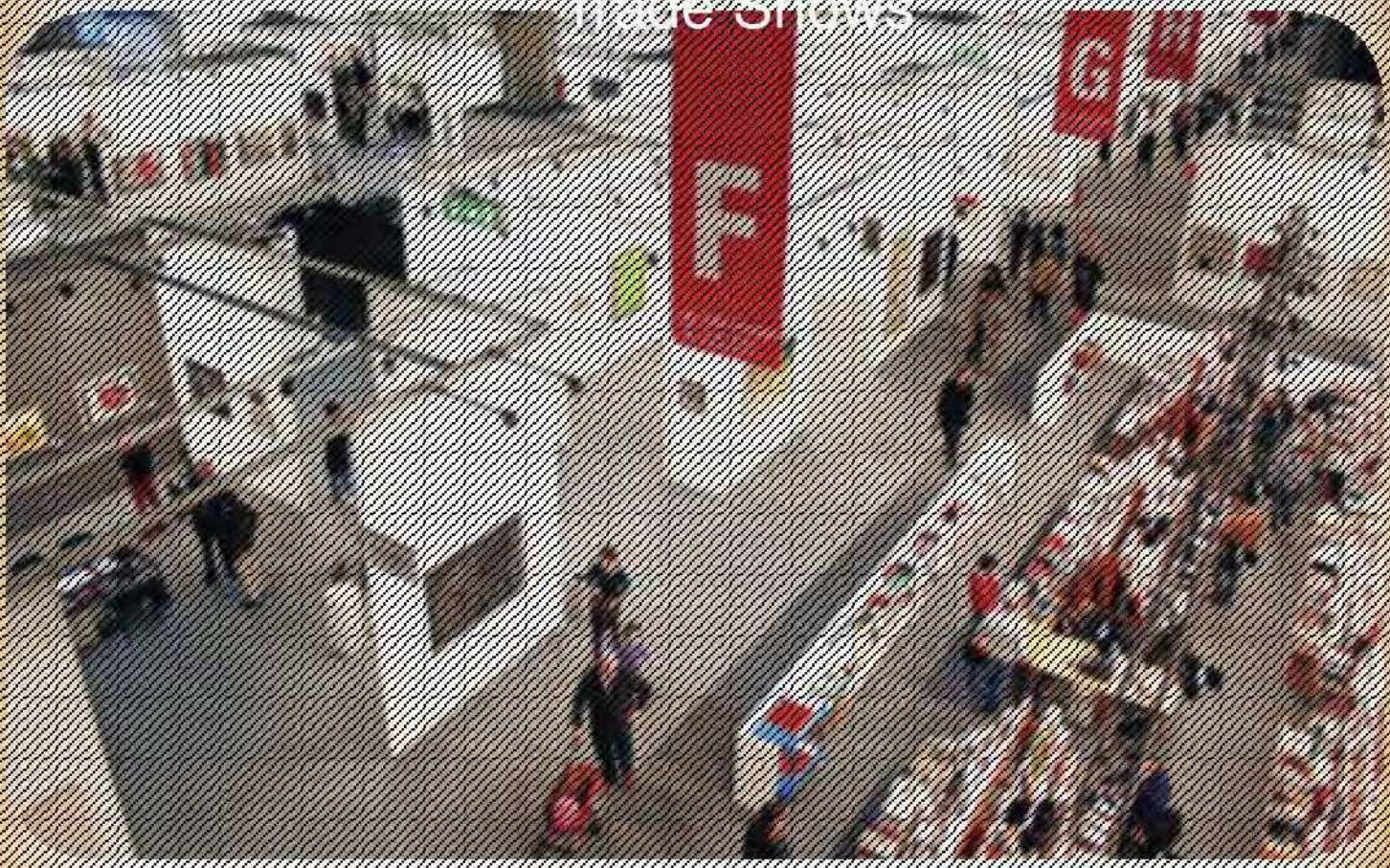


World Patent Marketing focuses your news department on the industries that are most important to your product and business. We can provide your product coverage all over the world, and place you in front of the people who matter to your success. World Patent Marketing uses the most advanced SEO and SEM techniques to reach the widest possible audience. We equip your press release with social sharing features that will give it broad reach and viral potential.

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Trade Shows



World Patent Marketing attends industry trade shows to promote our brand and our client's products. Industry specific trade shows are great opportunities for networking and marketing. It's a great place to scope out the competition, meet vendors and buyers, and stay on top of industry trends and opportunities.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee that as a standard for our clients. We may participate in industry trade shows as a means to network and promote overall opportunities overall.

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With World Patent Marketing Licensing Outreach Tools, you can quickly and efficiently reach out to manufacturers and licensees, who can provide the financial capital and resources to bring your product to market. They may purchase the rights to sell your product outright, or offer a contract in which you are paid a percentage over time – typically as a royalty percentage based on sale of product. Our Licensing Outreach Tools allow you to maximize this lucrative product development path.

World Patent Marketing CEO & Creative Director, Scott J. Cooper, occasionally joins forces with select WPM clients who present products with extraordinary market potential. These projects can potentially yield unusually high returns.

- Disruptive Technologies
- Controversial Products
- Game-Changing Ideas

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NEW YORK
INVENTOR EXCHANGE
EVERY INVENTOR DESERVES A CHANCE

World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first marketplace of its kind. It levels the playing field for independent inventors who have historically been bullied by multi-national corporations with deep pockets. The New York Inventor Exchange offers diverse markets which span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. "Launching the New York Inventor Exchange is a very proud day for us," said Scott Cooper, CEO and Creative Director of World Patent Marketing. "This has been my dream for almost five years. America was built on the premise that a small inventor can have a dream, work hard and make that dream a reality. The American Dream today doesn't seem real to many average Americans. I work with inventors every day who have great ideas but can't afford to go through an expensive patent, prototyping and manufacturing process. Our goal is to change that. Our members stay ahead of the curve by participating in a new marketplace intended to spur innovation with low-cost solutions."

1680 Meridian Ave., Suite 600, Miami Beach, FL 33139
Phone: (858) 926-8174 | Fax: (858) 689-2485
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In most aspects, a brochure (link to page) and a Smart Product Sell Sheet (link to page) have many similarities. Both are great marketing tools to present the company and the product. Typically, they are used in support of your sales efforts, given in business conventions and exhibitions or presented to potential consumers. They are mostly printed on similar sizes on the same type of paper. The most noticeable difference, however, is that a Smart Product Sell Sheet is not folded. Also, the information presented can be technical and more in-depth than a brochure.

Why is it important?

A Smart Product Sell Sheet answers the following questions:

- What products or services do you offer?
- How will these products and services benefit me?
- How much will I will pay for them?
- How do I contact you?

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With all this information, it is important to present your Smart Product Sell Sheet in a clear and precise manner to retain your customer's interest. Before you create yours, here are a few essential things to know before you start designing.

What are the essential elements of creating a Smart Product Sell Sheet?

It should contain the following:

- Your logo and product name
- A catchy headline
- Intro paragraph
- High-resolution product pictures (including product SKU numbers)
- Benefits backed by data
- Contact info and a call-to-action

Despite being a technical document, a Smart Product Sell Sheet should still contain a concise headline and a call-to-action. The intro paragraph should provide a succinct summary of the information about the products and services. The bulk of it should contain the specifications of your product or service, and if possible, comparative data against your competitors. Finally, it should give your potential client information about your company, particularly your contact details.

A Smart Product Sell Sheet may be more technical and informative than a flyer or brochure, but that doesn't mean design is just a second thought. When designed properly, it can become a virtual tour of your product or services. Use the large space provided by the flat sheet to create a design consistent with your product and your company.

It goes without saying that a company with multiple products to sell would illustrate each item with a corresponding picture. However, ALL company Smart Product Sell Sheet should try to include some relevant images to break up the copy elements and to make the overall piece more interesting for the viewer. Use pictures of your staff in action, customers enjoying your products, or your products in action to communicate something unique about your company.

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When should I use a Smart Product Sell Sheet?

While the flyer or brochure can provide a brief overview of your product and service, a Smart Product Sell Sheet can give a more in-depth approach to marketing a product. Technical products such as equipment or software can greatly benefit from this format as well. Real estate services can also take advantage of it, especially if it includes comparative data between competitors.

It can be a persuasive part of a marketing plan, especially for customers who are on the fence and want to know more about the product. It is also useful for press releases where reporters and content creators need specific details for factual reporting. Finally, you can give them to potential distributors and store owners who would be interested in putting it on their shelves.

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Inventor Friendly
With the pace of innovation and shorter product life cycles, companies are in need of new inventions.

Distribute Worldwide
Licensing allows inventors to leverage a company's brand and position in the marketplace.

Lower Cost and Risk
The inventor supplies the intellectual property while the company ramps up manufacturing and sales.

Key Components to Licensing
Licensing could very well be the most lucrative way to make a living today. At its basics, licensing is the selling of intellectual property to a person or business that wishes to produce it for a profit. The intellectual property could be a patent, copyright, or an idea.

Actually, licensing got much of its start with Disney's creation of Mickey Mouse some 80 years ago. As the character took off in popularity a businessman who wanted to put the character on 10,000 wooden pencil boxes paid for permission to do so. Thus, licensing was born. Since then, there has been all sorts of products with the Disney characters on them, from shirts to lunch boxes. In all of these items Disney receives a percent of the wholesale price of anything depicting its characters. They don't need to manage all sorts of factories, worry about payroll to all of its employees, find distributors, nothing. After the manufacturer does all the work to make and sell the product, Disney receives a large share of sales. If this is not an argument for licensing, I don't know what is!

Common Licensing Questions...

But wouldn't I make more money if I manufactured it myself?

The short answer is "yes." But that really hits. Handling the manufacturing either domestically or overseas requires a large investment of time and money. First you will need a rock-solid business plan, inventory financing and product liability insurance. You must work with engineers, industrial designers, sourcing agents and establish a sales and marketing team for distribution. Tooling can cost 10s of thousands of dollars and commonly exceeds $100,000 – and that is before you have manufactured or sold a single unit. Becoming a vendor to the large retail stores is extremely difficult especially if you only offer a single product, and if you do, you often don't get paid until 90 days later.

It is a tough road and very few ever become successful. But if you are willing to risk your home, car and financial security and have the needed skills to manage a factory and make your product sell, I hope the best for you. It is an option and some people do succeed. Yet the main question for any investment ought to be, "How can I limit my risk as much as possible and maintain the greatest reward possible?" And I would suggest the best answer to this question is found in licensing.

Will companies actually pay me for my invention?

Not only will they pay you, but if your invention sells, they will pay you handsomely. There is a reason why these businessmen are where they are. They did not get to the top of a company through a lack of business sense. Rather, they understand that good business transactions reward those who make you money and increase the value of your stock.

So, if you make them a profit they are more than willing to compensate you. They have good reason to treat you well. Their core business is to manufacture and distribute products that will sell, and since the market is changing so often, they are always in need of new ideas.

Which company should I license my invention to?

Picking the right company to license your invention is crucial in the first stages. Without knowing where to go you are destined to endlessly search in the wrong places. It is important to research the specific industry and markets to understand where your invention would sell and which company has a strong brand and the distribution channels to fully exploit your invention.

Be sure to avoid companies that manufacture a product on a job basis. They have no distribution channels and are quite expensive. To get your product on the shelves you still have to do all of the work of packaging, marketing, and distribution. There is a great financial risk in the beginning when working with these manufacturers since they require upfront money to produce your product on a per unit basis.

What aspects of the licensing agreement should I be aware of?

As we have always said, we seek to establish fair and lucrative deals for the inventors that we represent. But to do this there must be certain elements present in the licensing agreement. The following is a short list of some of these elements that you should be aware of:

1. Advance in royalty fees: For exclusive license agreements it is very common that the licensee would pay an advance toward the first year's royalty.

2. Yearly minimum royalty or performance requirements: This is either a yearly minimum payment or a yearly unit volume that the licensee must hit to retain exclusivity. The amount usually gets larger every year to allow for the licensee to ramp up and distribute your product. Also, it provides the inventor with assurance that the licensee will seek to develop your invention and not just let it sit dormant.

3. Insurance covering the inventor: This is an agreement that the licensee will, at their cost, buy an insurance policy covering the inventor for $1,000,000 in damages and send the inventor a certificate which shows that they are on the policy. Such a clause in the agreement provides protection for the inventor in the event that the invention causes harm or injury to those who use it.

4. Right to an audit: If the numbers do not seem accurate, we can arrange for an audit to be done by an accounting firm in order to determine if the royalty checks received were fairly distributed.

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Phone: (858) 926-8174 | Fax: (888) 689-2485
WorldPatentMarketing.com | info@worldpatentmarketing.com

BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations
(Facebook, Twitter, Pinterest)

Mention on WPM Social Media

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WorldPatentMarketing.com | info@worldpatentmarketing.com

Branding is important for each and every business. Your brand sets your product apart from the competition. Brand development should be integral to product development. It is not simply an afterthought. Branding should begin before your invention is fully developed.

When you enter into a relationship with a well-known invention powerhouse like World Patent Marketing, you create instant "brand credibility" in the market, with both consumers and investors. World Patent Marketing brings you the power of a team that includes government leaders, academic institutions and major corporations the world over. Our strength in the marketplace provides your product an initial lift, until it can fly on its own.

Positioning for Established Brands
For products that have an established image, we can refine their brand image while retaining the positive elements critical to their market position.

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We pay close attention to consistency with core values, while revamping and fine tuning the brand message. We bring in new ideas, creativity, and most of all, innovation. World Patent Marketing develops branding that supports and extends existing product lines.



Every brand is a promise. It is the key to your relationship with the buyer. A clear, consistent message is the foundation of that relationship. We respect that message and that relationship, building upon the positive elements while updating and modernizing to adapt to new products and new conditions while retaining loyal customers.

Powerful Names

You need a fabulous name for your new product. A great name makes it clear that your product is different from all existing products in your category. It should be instantly recognizable. The name can be descriptive, as in Goodyear Tires, or a new word, as in Kleenex or iPod.

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Your logo is the "avatar" of your brand. It often contains the brand name, but not always. It will appear on your website, packaging, letterhead and all advertising; the logo must be instantly recognizable.

Think of your web banner as the entrance to your store. Like a physical store, that entrance says a lot about your product and brand. The web banner conveys your brand image at the first glance. It needs to be targeted to your customer demographic.

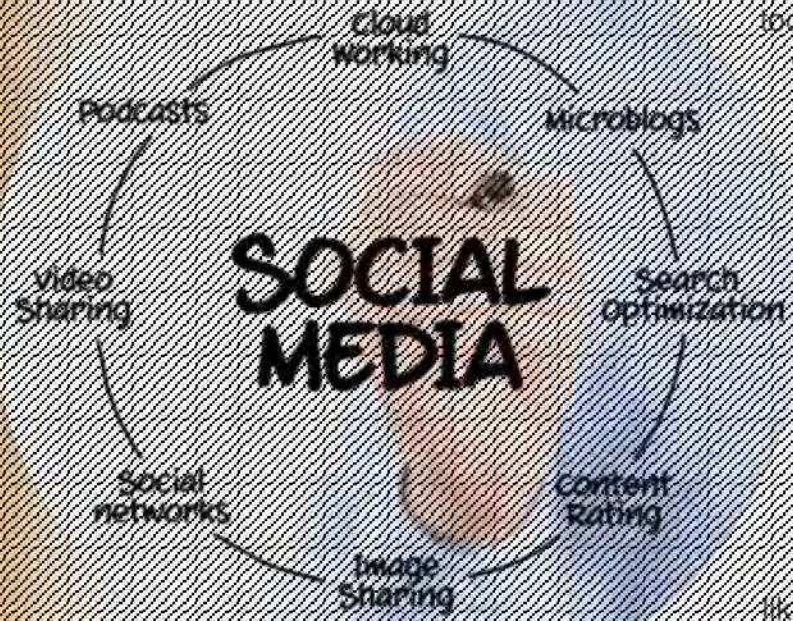
The tagline is a one-line summary of your product and brand. Famous taglines include, "It's the Real Thing" for Coke, "The Ultimate Driving Machine" for BMW, and "Think Small" for Volkswagen. We will help you to distill your product image into a winning tagline.

Professional Product Websites

We create product websites that foster success. Our developers build advanced responsive websites that showcase your product to its best advantage, incorporating your branding elements and targeted to your

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demographic. World Patent Marketing websites take advantage of the most sophisticated web tools, like SEO and PPC, and fully integrate with social media.



SOCIAL MEDIA PROMOTION

Our inventors get a leg-up on the competition, through the use of World Patent Marketing social media sites. Our large audience gives your product instant customer reach that it can take months to develop on your own. We also help you develop your own voice on the most important social media channels, like Facebook, Twitter, and Pinterest.

It's quite simple, these days, social media is not an option, it is a necessity. Social Media networks provide outlets for promotion of new products of every description. Our social media experts will create professional quality accounts for your product on all of the top platforms, such as Facebook, Twitter, and Pinterest. Your account will be custom-created with unique banners that incorporate your brand image and message.

Facebook

Facebook is the social media giant. It is the largest social media network on the web and the best known. Facebook boasts more than 1.71 billion active users, an active user is anyone who has signed on in the last 30 days. Since its inception, Facebook has grown from a website devoted to college students at Harvard, to eventually include a worldwide user interface. Facebook offers an easy convenient way for family and friends to keep in touch on every continent, as well as an easy way to check up on news, shopping, restaurants and celebrity gossip.

Facebook is an essential social media platform for every business. It offers a bonanza of options for delivering your message to fans and potential customers. On Facebook you can share stories, photos, and videos about your product. Maintaining a Facebook

account is easy, there are many tools available for businesses, including scheduled sharing and paid reach. This can be one of the best ways to target new customers and create buzz.

Twitter

Twitter is the social media platform with the broadest reach. It is incredibly easy to spread the word on Twitter. With a single Tweet, you can deliver your message instantly to millions of potential customers. And Tweets are incredibly easy to do. A Tweet consists of a short text message that is less than 140 characters. You have to keep it short on the Twitter Feed. But, while the text message length is short, you can upload and send photos, videos, and links to your own or other webpages. Twitter is one of the top ten websites in the United States and has 320 million active users around the world. As with Facebook, content on Twitter can go viral, as it is incredibly easy for your customers and fans to share and reTweet your messages.

Interesting and varied content is the key to getting viral sharing on Twitter. Because it is so easy to reTweet content with hashtags, a great post can spread fast. If you can tap into a user with a lot of Twitter followers, your content can go viral. Twitter experts point out that posting a balanced variety of media is important on Twitter. People want to see new and interesting stories about a variety of topics, not just a reTweet of your latest announcement. So mix up your own original content with interesting stories and articles you find on the web or create yourself.

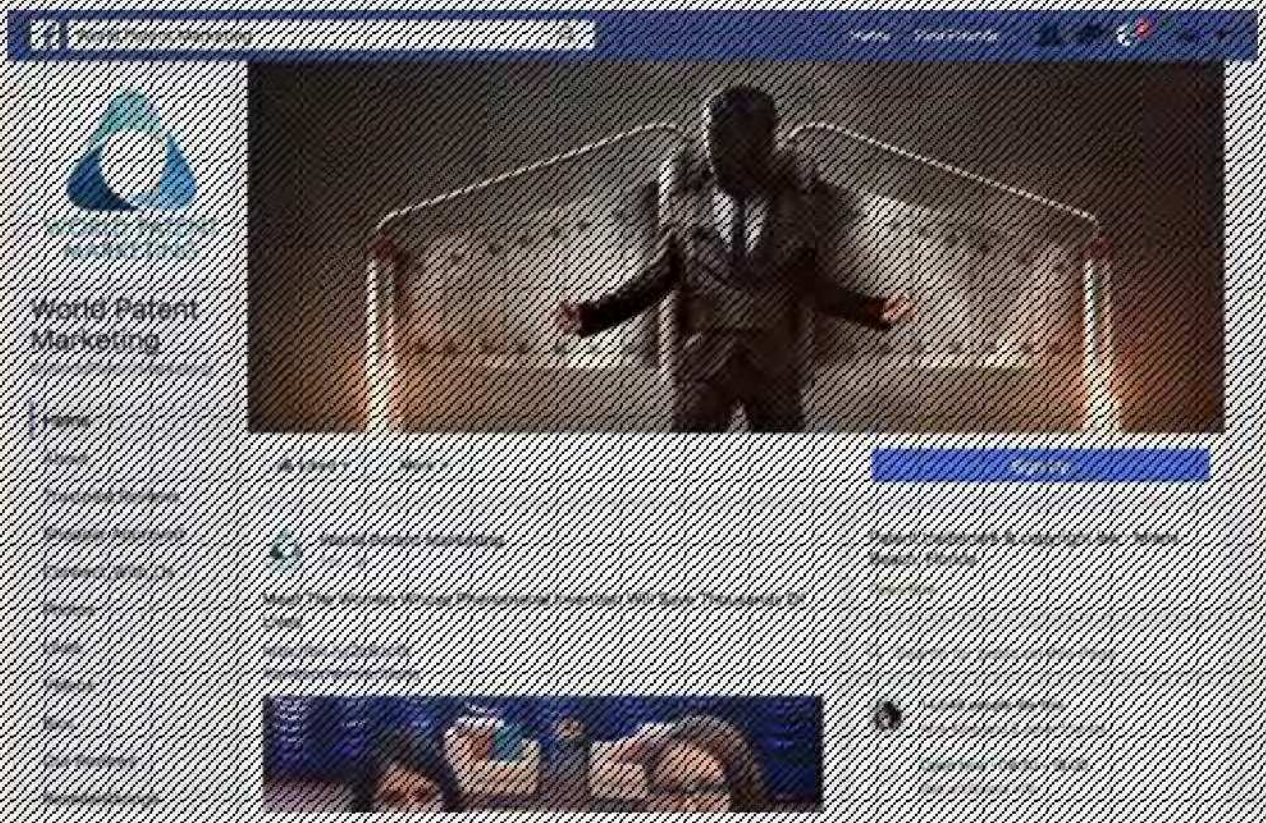
Pinterest

Pinterest is a digital bulletin board. It is all about visuals. This makes it a great platform for inventions and products that easily convey through pictures, like fashion, food, gifts, crafts, and inspirational posts. The tagline is "Pin what you love." Fans of Pinterest create bulletin boards of pictures around their favorite interests, like coats and shoes, gardening, lattes, or quilts, for example. It is incredibly easy to use and has a dedicated user base. If you have great pictures of your product, especially if it looks good in photos of it being used, this can be a great way to create buzz and interest for your product.

Pinterest is different from Facebook and Twitter, in that the majority of the users are women. It is dominated by women's topics like fashion, diet, exercise, beauty products, pretty pictures, crafts and recipes. Products geared to these demographics tend to do

best on Pinterest. On the other hand, it is extremely valuable for every product in terms of search engines, a Pinterest page almost always shows up on the front page for any topic. Because of this, every product should have a strongly developed attractive Pinterest site. You can also post product details and maps to your Pins, which makes it easy to use, and a good source of product information. We will place a unique post on at least four different World Patent Marketing social media sites linking to your online media. One post alone is enough to make others take notice of your product.

We Post on Your Social Media



World Patent Marketing has an established and far reaching social media campaign. We have a strong presence on every important platform. When you have a relationship with us, we post your product on our sites and boost your visibility with the power and reputation of our social media platforms and strong brand presence.

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DIGITAL MARKETING PACKAGE

Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising

Social Media

Competitor Analysis



Marketing with Video

Tell your product story with the power of video. No other media is as compelling as video in conveying the purpose, promise, image, and emotional appeal of your product. Video can quickly show how your product is used, what problems it solves, and why they need it. Also, watching video is simply more fun and engaging than scanning pages of texts. Video creates the emotional connection that leads to sales conversions.

Video has been proven to be a key component to any online campaign. It increases conversions dramatically. When customers "see" a product in action, it is much easier to understand and more potent than long pages of product descriptions and text. Video can convey the entire message in seconds. In 2015, over $6 billion was spent on video advertising. And video is critical to search. Google automatically ranks websites with video on them higher than other websites with similar authority. It's no longer a choice, video is now integral.

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WorldPatentMarketing.com | info@worldpatentmarketing.com

When it comes to product branding, reputation building and sales, a blog is considerably more than just a quick couple of paragraphs tossed off when you have a free moment. Writing a professional quality blog that will get results is a specialized process that takes knowledge and creativity. The purpose of blog posts is to keep your product uppermost in the mind of your customers, with engaging stories about your product and other topics they may find interesting. Blogs are also designed to reach new customers. In order to reach new customers, blog posts need to rank well with search engines. This is done through careful selection of keywords, which can draw potential customers to your website through search engines like Google.

Blog posts are also more than just text, they need to look great too. Interesting images and videos not only help to tell the story, they also help to create interest. On business websites, you can't simply share images found elsewhere on the internet. Images need to be selected or created that are original and can legally be used for commercial purposes. Our bloggers have experience creating and editing images, as well as providing the correct sizing, optimization and tags which are important for ease of use and search engines.

And of course, the purpose of the post is to build brand awareness and sales. Every post contains a strong "call to action." In the case of a sales message, the "call to action" is obvious, push the button or go to the store and buy the product now. However, there are also more subtle actions in brand building. Commonly you will find suggestions to "go to our website," "read more," or "stay updated," in many commercial blog posts. These are important in building interest for future products and releases, and as a way to maintain contact with buyers.

Powerful Multimedia

Digital content is the backbone of every online marketing campaign. The content needs to be organized and coordinated for maximum benefit and reach. Brand features, target audience, media platform, and product all need to be taken into account and balanced into an effective, engaging campaign that drives sales and growth. It's not an easy task, but because of our vision, World Patent Marketing excels at influential content marketing.

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To succeed at social media marketing, you need to have two things down cold. You need to understand your customer, and have an in-depth understanding of the intricacies of the various social media platforms. To achieve results, you must know whom you want to reach, and how to get your message in front of them. Every social media platform is different, and we know how to make them sing.

Email Marketing

Get the most out of your email market campaign. Our email campaigns are fully integrated with your online presence, website, press release strategy, and social media. This integrated approach creates more impact across every platform. Our email system creates strong impactful messaging, combined with technical necessities like lead capture, conversion metrics and CRM (customer relations management).

Influencer Marketing

At World Patent Marketing, we help you reach out to important people in your industry or field. These people are known as "influencers." Our connections can provide a host of possible relationships with individuals your customers trust.

Digital Marketing

Reach beyond your existing customer base and grow your brand with digital marketing. Through a variety of techniques, using search engines, social media, and display ads, we can

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target demographic audiences with precision that gets results. Give your product a boost through the power of digital data and targeted marketing.

Analytics & Conversion Rate Optimization
World Patent Marketing will help you understand the data regarding the sales process of your product. Through our proprietary analysis, we take that data, crunch it, collate it and present it to you in a way that is useful and can have real impact on your business. We help you identify key points in the customer journey that can be targeted or improved. We can take that data and find weak links, missed opportunities, and ways to improve the customer experience and sales. These analytics and conversion rate optimizations are the keys to constantly improving the customer experience and driving growth.

Social Media Competitor Analysis

A first step in developing your social media voice and strategy is a thorough analysis of the competition. This is an essential task for many reasons. First of all, as you develop your unique voice and brand image, you need to be aware of what competitors are doing in order to be sure your message stands out as distinct and different. In addition, it allows you to track the latest trends in your market niche.



1. Identify Your Competitors
2. Identify Their Voice
3. What Is Their Fan to Follower Ratio?
4. How Active Are They on Social Sites?
5. Engagement Rate with Fans
6. What Types of Content are They Posting?
7. Month Over Month Percent Growth
8. Don't Forget Google+, their Blog, and Website
9. Lastly, Paid Media
10. What Does That All Mean?

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CUSTOMER INTELLIGENCE



World Patent Marketing's customer intelligence platform provides up-to-the-minute feedback about your customers. It allows you to make smarter, better decisions.

World Patent Marketing allows you to:

- Find and organize customers in your demographic target
- Create detailed customer profiles that increases understanding
- Capture valuable insights which can improve operations throughout the enterprise

Our data is based on community interactions, rather than one-off surveys. We believe that communities are more valuable because the two-way conversation process allows us to develop a deeper understanding of the true motives and desires of the customer.

World Patent Marketing takes you beyond the data, to the people with their personal stories and motivations who make up your customer base.

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Purchase Journey
The customer purchase experience must be seamless. Many businesses inadvertently create hurdles for their customers. We identify these pitfalls and improve the experience.

Fundamental Market Decisions
Get real-time feedback on pricing, packaging, positioning, and messaging. Save both time and money in assessing and adjusting key market decisions.

Innovation and Creation
Customer communities can provide useful ideas which may ultimately improve and refresh your product. This information helps you to stay ahead of trends and the competition.

Customer Intel
Get your customer intelligence straight from the horse's mouth, the customers themselves. Our system provides you with ongoing customer feedback that can be used to create new products, make improvements or variations on your existing products, and develop campaigns to engage your customers in a manner that provides maximum impact and bottom-line growth. Solve real problems with customer feedback and intelligence.

Innovate and Thrive
Develop products faster, with greater certainty and success with real-time customer feedback.

Deep Dive Insight
Our activity database yields a wealth of customer insights and understanding.

Know Your Customer
Place seemingly random customer actions in context. Which turn transactional shopper data into a well-rounded picture of deeper motivations and behavior of your customer base.

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WorldPatentMarketing.com | info@worldpatentmarketing.com

DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is tried and true. That's why we recommend it for many products. Our philosophy of "thinking outside the box" doesn't mean that we recklessly experiment or gamble with your resources. Direct Response TV may have significant up-front costs, but dollar for dollar, for the right product, it can put your product at the top of the heap.

30 second DRTV Commercial

60 Second DRTV Commercial

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What is Direct Response TV?

Direct Response TV, also known as DRTV, is a particular type of television advertising. It is designed to allow the customer to purchase the product immediately, while watching television, either by calling in to a toll-free 800 number, or by using the web. This form of advertising is also known as Direct Response Marketing. It is very powerful, because it allows for immediate feedback; there is no waiting or tracking sales over days or weeks. A DRTV campaign produces results in real-time. These ads can range from 30 second to two minute television commercials, and even to 30 minute infomercials. DRTV varies from brand building and awareness commercials in that the response is immediate and measurable.

1680 Meridian Ave., Suite 600, Miami Beach, FL 33139
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What is Direct Response TV good for?
Direct Response TV harnesses the power of television with immediate customer feedback. This makes it a fantastic medium for launching new products. The feedback is immediate and the "impulse to buy" can be strongly measured in real time. The instant feedback loop can provide valuable information on customers' needs and attitudes toward the product and message.
And success can be stunningly fast. DRTV is responsible for numerous overnight success stories and any number of products that have become household names. DRTV is a strong way to build a brand and product awareness, brand loyalty and a strong customer base.

What are the benefits of a Direct Response TV campaign?
The greatest benefit of DRTV is the ability to create instant sales and return on investment. Those sales tend to be high-margin sales that yield quick profits in a short time frame. Both shorter 30 second and longer 60 second spots provide management with instant information regarding the effectiveness of their messaging and consumer reaction to the product. We can take that feedback, assess it, refine it, and improve it to yield continually stronger results over time. DRTV campaigns build strong consumer interest and a loyal customer base, with high return on investment sales.

What kinds of products do best with DRTV infomercials?
DRTV is a great place for new inventions and innovative new products. Products that solve real world everyday problems and offer affordable solutions are likely to do well on DRTV. Ideally, DRTV products have broad consumer appeal, at an affordable "impulse buy" price point. Beauty products, kitchen and

household products, appliances, gardening products, and personal care products have all found success on DRTV.

How does DRTV media differ from other commercial media?
The most important aspect of DRTV is the strong call to action. In traditional branding media, the goal is not to create an immediate purchase, but to cement the product in the customer's mind for later purchase. With DRTV there is no waiting time, the message is to buy the product now, immediately, from the comfort of the couch.

Does anybody buy that stuff that you see advertised in the middle of the night?
Yep. They buy a lot of it. Fortunes have been made from late night DRTV marketing. But, DRTV is not just a 'middle of the night,' low rent tactic. DRTV can air at any time of day. The particular time is chosen for maximum return on investment, and that can vary by product.

How is success measured with DRTV?
It depends on the particulars of your product, your market, and the details of your media campaign. There is no single success metric. But most professionals in the industry use one or a combination of the following: Cost Per Order (CPO), Media Efficiency Ratio (MER), or Customer Acquisition Cost (CAC). CPO is the cost for each order for a campaign. you arrive at this number by dividing the cost for the media by the number of orders. MER looks at how much you bring in, the revenue, compared to the cost for the campaign. CAC is often used for products like prescription drugs, which bring in revenue for a long period of time into the future. In this case, they are most concerned about the customer acquisition cost, as profits are realized in the future.

These metrics are important snapshots of DRTV campaign success. The lower the CPO, the better. The higher the MER, as in the revenue compared

to the cost, the better. CAC provides a snapshot of the cost to acquire each customer. Industry trade groups and television marketing teams have developed database information on rates of return for different industries, time slots, and demographics. You can plan your campaign with these metrics, and compare its success against these benchmarks.

Does DRTV become less effective over time?
All television advertising, including DRTV, needs to be fresh and original. Typically, DRTV campaigns are refreshed after a year of air-time. This "refresh" may not entail an entirely new production; often editing can change the campaign enough to make it feel new.

Are upsells essential for a successful DRTV campaign?
Industry research shows that upsells account for 15% to 20% of orders. That's a big chunk of revenue. The creation of new and related products can help your new product become financially viable. When using DRTV, don't discount your upsell sales options.

Is DRTV the only thing I need to do to market my product?
You don't want to stop marketing with DRTV only. While it is a powerful sales and revenue generator, it also opens many new options for marketing and merchandising your product. The DRTV campaign creates a lot of orders through the immediate purchase process, but it also creates powerful brand awareness, and follow on purchases, particularly in the digital media. Your campaign should have a mix of DRTV, digital marketing, email marketing, websites and SEO, radio advertising, public relations, and celebrity endorsements.

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How long does it take to produce a DRTV commercial?
It varies by product and production values, but typically it takes from 2 to 6 months. This includes the entire process, from the beginning of the creative process, through scripts, shoots, and post production. It can vary depending on the availability of talent, locations, production value, and available footage.

What is the proportion of DRTV sales online vs. phone orders?
This varies tremendously depending on the product. Different target audiences have different habits and expectations. An older audience may tend to use the phone for orders, while a millennial audience will order online. The trend favors online, with this sector growing rapidly and approaching 80% in some cases.

Is a website necessary for DRTV campaigns?
Yes. The website is essential for on-the-spot orders for people who prefer to order online rather than call, as well as for follow-on orders. The DRTV website should be optimized for all formats, with a call to action that supports your DRTV campaign.

Do I have to take phone orders, requiring a call center to take orders?
DRTV campaigns usually offer customers the choice of calling in their order or placing an order on the website. Ignoring phone orders eliminates one of the great strengths of a DRTV campaign. People can place a phone order immediately, without even leaving the couch; they can dial the number and speak to a helpful representative immediately without booting up a computer that might be in another room, waiting for the site to load, etc. World Patent Marketing provides overseas call centers that can provide real results at a reasonable cost, that can turn your campaign into a success.

Is My Product Right for DRTV?

Is the product unique and revolutionary?

Is your DRTV commercial new and exciting?

Boring and everyday is not going to cut it. If you can buy it cheap at Wal-Mart, why would a customer bother to get excited?

DRTV is all about new and different products. They don't have to be on the level of rocket science, but they should be original and solve real world problems. And the message must be compelling. It may not sound tough, but it takes a heck of a lot of interest to get someone who is happily relaxing in front of the TV to pick up the phone, fish out the credit card, and make that call. That's not easy. The key is to have a product that is revolutionary. This means, lots of people need it and can't get it anywhere else. Or, that you offer the same product for a far superior price. Or that the customer gets a lot more product and value than they could anywhere else.

Do I need a mobile website for DRTV?
Yes. A huge percentage of the public now access the web exclusively on their phones, and this percentage is growing every year. You do not necessarily need to have a dedicated mobile website, a responsive version of your website will do. But, it must be easy to use in the mobile version. Mobile websites are no longer option, they have become integral to the web experience, and thus to the online shopping experience.

Have you experienced dramatic results with DRTV products?
Yes, one product alone, The Snuggie, sold over 30 million units and grossed $500 million. That's a pretty solid case for the power of DRTV. And The Snuggie is just one among many successful products that made their mark in this market.

Does the infomercial product have mass appeal?
DRTV is all about reaching a large broad-based audience. To do well and justify the costs of DRTV, a product must have mass appeal. It isn't that niche products aren't worthy or capable of success in the marketplace, it is simply that DRTV is not the place for them. Products that do well on DRTV can appeal to millions of users, rather than thousands. Among the long-term best products are acne creams and weight loss aids. 30 million Americans suffer from acne, providing a market of suitable size. There is mass appeal for skin care products. Combined with a great DRTV ad and high production values this has been a win year after year.

Weight-loss is also another hit on DRTV. More than half of Americans are clinically obese. Every one of them can use a weight loss program. Some other categories are products to combat hair loss, fitness, and anti-aging. Notice a common trend here, all of these products solve problems that are embarrassing. The ability to order the product anonymously online through a DRTV ad may be particularly appealing. After all, who wants to stand in line at the store with the hair replacement formula in hand? Ideal DRTV candidates are products with mass appeal for a huge audience.

What are the typical margins for DRTV?
DRTV products should sell for at least 5 times the cost of goods. If you are selling a product for $20, it should not cost more than $4. The margin allows you to comfortably cover the high media costs required in a DRTV campaign. Many newcomers grossly underestimate their required margin, and even if successful in sales volume, can actually lose money on every sale.

However, there is an exception to the rule. Products that generate ongoing sales, such as a diet pill, skin care line, or prescription drug, that continue to generate sales over a long period of time may have dramatically lower margins for the initial purchase. The lower margins at the front end are made up for with additional purchases of the product later on. Also, products that are available in stores and can be continually purchased again and again can have lower margins, as the DRTV is not the only driver of sales, but an addition to a complete retail merchandising chain.

Can the product be demonstrated on TV?
This is critical for DRTV success. You will need to show your product in action. Is it fun to use? Easy to use? Fast acting? Does the viewer know exactly what is going on just by watching your DRTV commercial? They need to be able to see it working. That is how they come to imagine what it will do for them. When it comes to DRTV, seeing is believing. Your product needs to be easily understood by the viewer just by watching.

Does the product offer a unique opportunity and great value?
Everybody loves a good deal. A great deal can be the key to success in the world of DRTV, where strong value statements are king. No matter what the actual cost/benefit, the DRTV ad should make a direct appeal to "perceived value." World Patent Marketing will help you to develop your messaging so that the perceived value in your offer shines through. We can take your initial product and expand it into an entire value system, by piling on the product benefits and offers. Since consumers love to get a lot for a little, expanding the offering can be a key to success.

Is celebrity talent necessary for DRTV?
Not for every product. There have been plenty of DRTV campaigns that didn't have a star or celebrity in sight. Often real people, folks like your viewers, offer more credibility for a given product. On the other hand, celebrities offer a certain type of instant credibility and name recognition. The right star can help to establish an immediate rapport with the audience and can truly leave a product

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E-COMMERCE

World Patent Marketing has a profound and fundamental understanding of the world of e-commerce marketing. We understand all of the elements, from shopping feed management to pay per click, as well as social media, analytics, and e-mail marketing campaigns. We have tools to monitor the results, and we can measure every valuable metric, from your costs to conversion rates and campaign relevance. This allows us to fine-tune your campaign with confidence.

We leave nothing to chance. We constantly upgrade and refine, tweaking what we do, measuring the results, in search of constant improvement. We micro-manage every detail, to give your stunning results.

Our success is your success — that's the only measurement that counts.

Shopping Feed Management

Pay Per Click Management

Marketplace Management

Social Media Marketing

Email Marketing Management

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

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Start Your Successful Shopping Feed Management System Here

World Patent Marketing has a shopping feed management team that can painlessly guide you through the hassle of implementing and optimizing product data feeds. We can explain in layman's terms how to create strategies to succeed within the current shopping networks, including Google Shopping, Bing Shopping, eBay, and other e-commerce sites.

And we don't stop at visibility and attracting customers to your website. We also focus on converting leads to sales and increasing ROI.

Enjoy a Breakthrough in Shopping Feeds Performance!
We have one objective for our clients, to increase ROI across the board. And that means that we have to increase visibility and target the right audience. We use data feed management strategies to segment the product lines.

We create product groups based on attributes and values. We look at the categories, bidding range, the style of product, male or female, top price, the season, the margins and sales volume to find products with a high likelihood of conversion at a profit. We tailor our shopping feed management strategies to convert leads and improve overall ROI. This goes far beyond visibility and customers on the site, it bears directly on profitability.

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Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results humdrum and going nowhere? Do you suspect that your pay-per-click campaign is being run on autopilot? If you haven't heard from your paid search marketing company in months, it may be time for a change. Your competition is going to leave you in the dust if you don't get active and stay on top of it with a forward-looking campaign.

Paid Search with Real World Results

What's the first step in getting great results with a PPC campaign? It comes down to one thing: knowledge. We start the process by getting to know your product inside and out, as well as you business model, your customer base, your potential target audience, your competition, analysing latest trends and more. We take your campaign performance data and develop a winning strategy that leverages every phase of your business to produce strong results. Our PPC strategies give your business the tools it needs for success.

Marketplace Management

Millions Of New Customers Are Waiting. Find The Right Marketplace

The World Patent Marketing team can give you access to millions of new shoppers. We can put your business on sites like Amazon, Rakuten, eBay, and Sears. It doesn't matter what your line of business is, from a company with a single website, one specific brand, or a manufacturer of multiple goods, our marketplace management team will get you the best exposure in the right place.

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Experienced Marketplace Management Offers a Revenue Boost

Ditch those spreadsheets, forget about optimizing, toss those tired and confusing data automating and synchronizing systems in the trash. There is no need to continue to list, and update, and revise your product offerings several times a day. That's not to say that customer service is not important, your product data, prices and inventory had better be accurate. But, there is a better way to do it.

The World Patent Marketing team of marketplace managers know that each marketplace is unique. Developing and inputting product data can be a nightmare and management can be a challenge. We make your life easier by taking those tasks off your back. Our team can manage the entire process, so you can focus on running your business.

Social Media Marketing Management

Make a Splash with Social Media Management

Keep your brand front and center in your customer's mind with social media strategies. Popular platforms like Facebook, Linkedin, Twitter and Pinterest allow you to stay in touch with your customer base 24/7. With a variety of formats, like blogs, tweets, and online videos, you can develop relationships build visibility with potential customers, and rise in search engine rankings. Social media is one avenue to increasing profitability.

World Patent Marketing is a leader in social media management. We create engaging profiles and develop strong customer relationships. We brand your social

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media sites to support your website and ongoing marketing efforts, for maximum effect. Every company and product being different, we create custom campaigns to meet company goals and sales objectives.

Three Key Objectives Of Our Social Media Services
1. Develop an accessible web-friendly site
2. Ensure that your site is easily shared and accessed by all social media sites
3. Promote your site content to desirable social media communities

We build a strong foundation based on viral content that helps your brand grow. We establish trust and credibility with your customers. We achieve these goals by developing the plan prior to the launch.

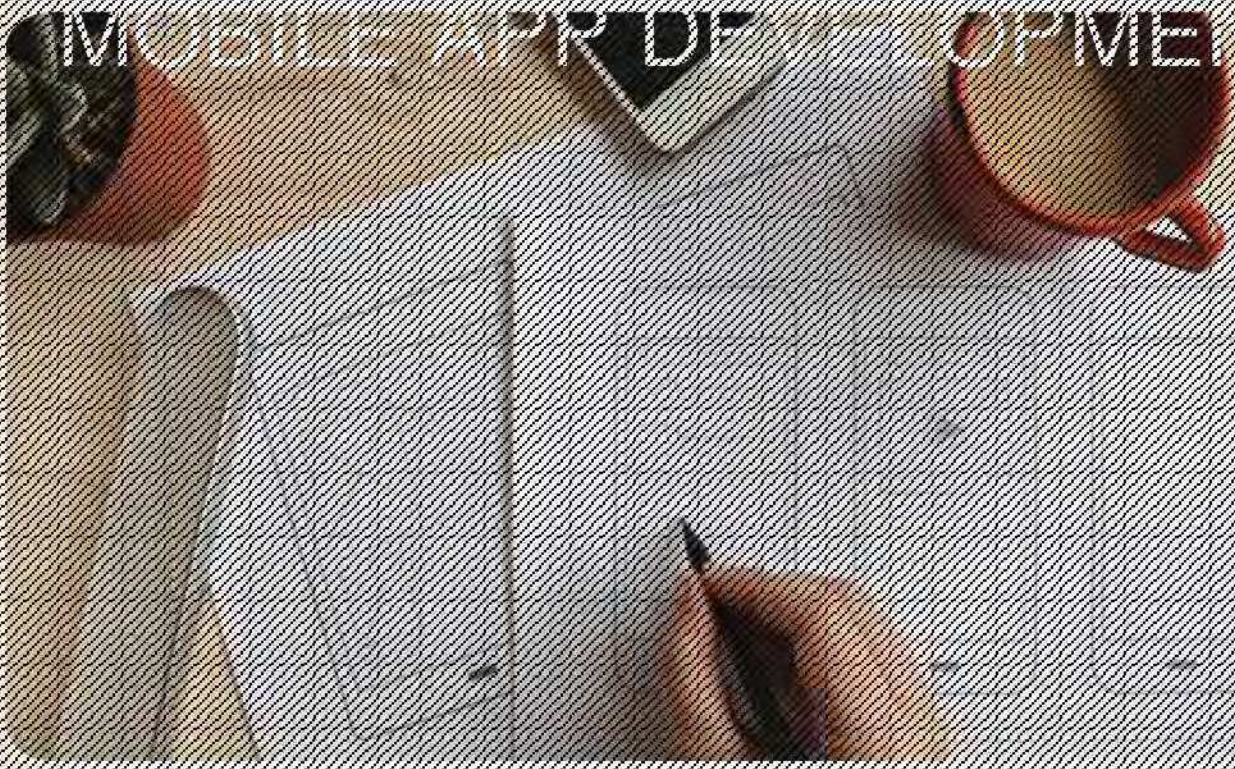
E-mail Marketing Campaign

The Most Effective Direct Marketing Tool

E-mail marketing is the most effective sales tool in terms of ROI for many companies. Opt-in e-mail can be the best way to stay in touch with your customer, notify them of news and special offers, and stay front and center on the radar.

This is quite simply one of the most powerful forms of direct marketing available today. There is no other tool that allows for the same powerful message targeting, building of customer databases, customer support, nurturing ongoing relationships, and tracking of results. In addition, e-mail marketing is inexpensive. Even in a world with a rich social media environment, e-mail is still king when it comes to tested results. At World Patent Marketing, our e-mail marketing service creates custom e-mails for mobile and the web. We design and target your customer base for maximum results. Our detailed reporting includes open rates, clickthrough, conversion, bounce, and spam reporting, among other metrics.

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The World Patent Marketing team's diverse skill set allows us to expertly tailor our services to match your exact needs. From full-service engagements to a la carte services, we help our clients launch the best apps & websites possible. Our renowned strategy & planning team works alongside our world class branding and digital design experts. We create beautiful and engaging designs, matched only by the intuitive and innovative user interfaces that those designs are based on. Our expert development and finishing cap it all off.

BRANDING

When we create a logo, we aren't just creating an identity--we're creating a whole new language.

Absorbing your spec, we create draft concepts. Of those, we select the best and explore further. After strict review and reflection, we narrow down the direction to a single concept. We then explore and refine until your brand is perfect.

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USER EXPERIENCE

It's easy to know what elements you need on the screen. But laying them out is the tricky part.

Have you ever had an app react perfectly on cue and feel totally natural? That's the sign of an expert UI. Achieving this means taking our work beyond mere wireframes. At the end of the UX phase, we will present you with your apps blueprints.

USER INTERFACE

Once wireframes & blueprints are created, we formulate the UI. The UI extends upon the language of your brand to create a fully fledged identity. We select key screens from the blueprints to begin our creation process. Once the UI is finalized, most developers would move on to development. But at World Patent Marketing, that's when we get started with polish.

POLISH

Your app comes to life during UI and UX, but our round of polish is where the magic happens. It's where we add that extra little something that is World Patent Marketing's signature style.

Notice how this site you're on is a bit slicker than the others you've visited lately? That's polish. We perfect animations, transition states, and add all the fine details and special touches that make an app a World Patent Marketing app.

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Concepting & Strategy

From fully fleshed-out concepts to one-sentence pitches, this is where our team stress tests every project that comes through World Patent Marketing's doors. We want to know why your idea makes sense, why it's going to be successful, why anyone would care about it. This is where our expert strategists will challenge assumptions and overhaul business plans.

Working hand-in-hand with our clients, we take your initial concept and merge it with everything the World Patent Marketing team knows about mobile, about startups, about what does and doesn't work. We turn ideas into actual products.

Once we all agree on a general direction, World Patent Marketing's team fleshes out all the details. One of the great benefits of this process is that minutes in strategy translate to an hour in wireframing, a few hours in design, and days or even weeks in development.

Deliverable: The Feature Set

The feature set is your project's bible. It's a plain-English, written description of how your app is going to work. It's what our designers use to come up with designs and our developers use as a guideline for coding. It is the foundation for all the steps to come.

Branding & Design

One of the biggest is the solid design behind everything we do. In a crowded marketplace, the perfect design will help your product stand out. It's the first touchpoint you'll have with users, and it's important to make it count.

Our diverse group of designers are united by their passion for good design and high-end aesthetic. No matter which of our

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The functionality of your app and how solidly it's coded is critical. But when it comes to first impressions, it's all about design. The look and feel of your app will set the tone for everything else. Our team is deeply experienced and well-trained, with each designer balancing illustrative creativity with a deep understanding of app layout.

Development & Launch
Development isn't just about writing code. The very first step in developing a perfect app is figuring out its architecture. We loop in our lead architect and a team of senior developers to pick the perfect technology stack for your product.

When it's time for development to actually start, we assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new, incremental build at the end of each fortnight.

Incremental quality assurance analysis means that there are no surprises at the end. And once the app is ready for the public, we launch it to the store and your app goes live. Our team does everything from making sure your desired app name is available in the store to ensuring every app gets through Apple's notoriously fickle acceptance process.

Marketing
Launching an app is no easy feat. But getting your app to the store is only half the battle. When it comes to marketing, there is no one-size-fits-all solution. And so World Patent Marketing has built a robust network of in-house marketing experts.

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Getting Expert Help
While your app is in development, our team will assess the marketing goals and opportunities for your app, then proceed with our hand picked roster of experts. From press coverage to explainer videos, we've got you covered.

Getting Noticed By Apple
We have relationships with Apple and we know how they think. If there's any way to get your app featured in the App Store, we'll find it.

Maintenance
We offer maintenance packages that cover everything from the occasional checkup all the way up to ongoing feature expansions and whole new versions.
And when it makes sense to bring on your own team to take over the app, we can help. We'll even put your potential hires through the same rigorous evaluation we created for our own team.

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DESIGN AND ENGINEERING

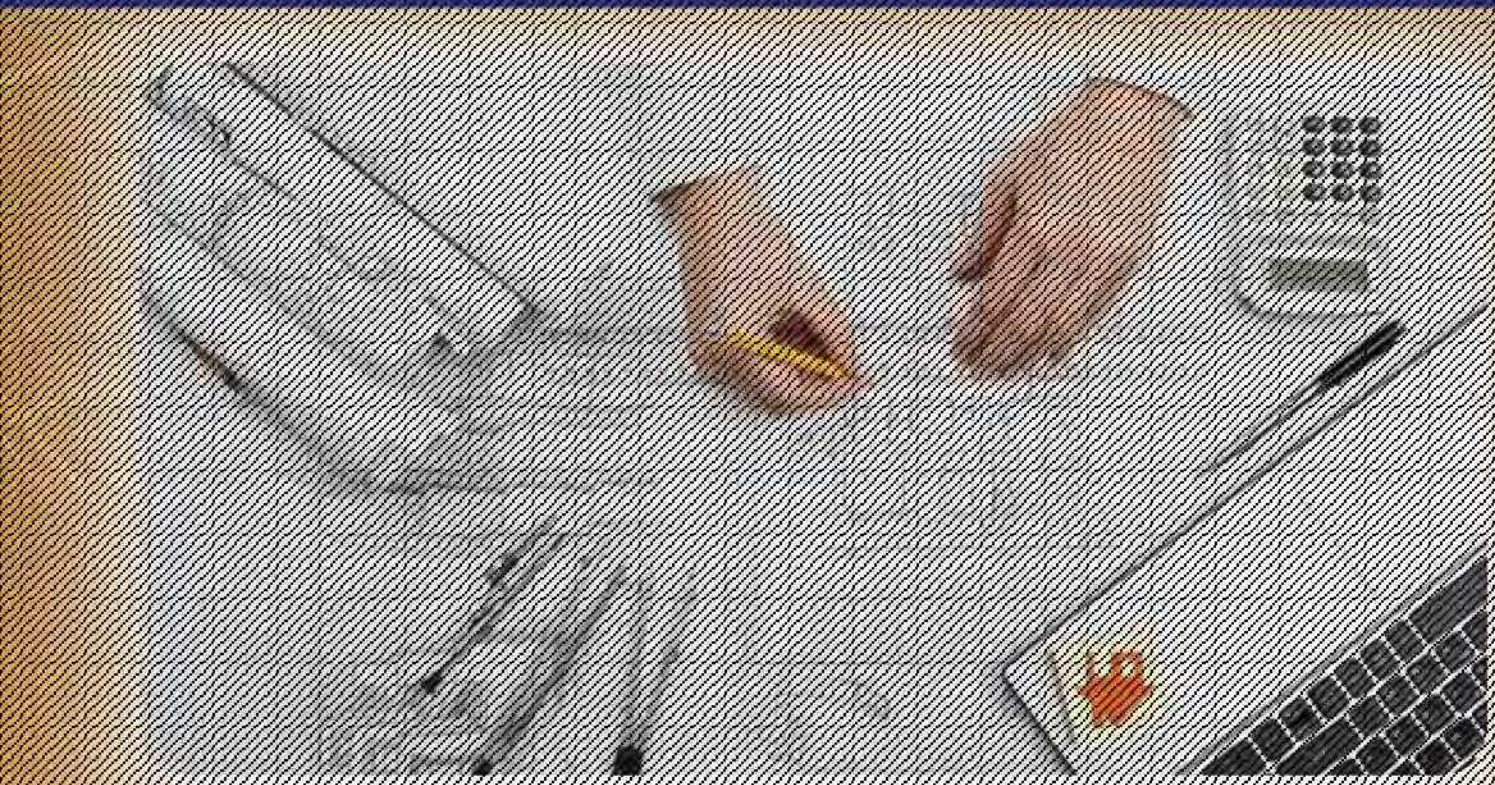
Concept Generation

Three Dimensional Virtual Prototype

Industrial Design Services

Three Dimensional Product Animations

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Concept Development

At World Patent Marketing, concept development begins with a team effort, to collaborate, share ideas, and work out the details of your invention idea. This is a critical phase of the project, where we seek input from all of the different departments, engineering, design, marketing, manufacturing, in order to arrive at the best solutions quickly. From these sessions, models and drawings are created for your feedback and approval.

These sessions are creative storms, brainstorming is commonly used. Our multi-disciplined team examines the product from various angles, offering input and ideas, trying out all of the possibilities. They look at the project from every possible angle including engineering, design, materials, manufacturing methods, functionality, details, color and finish. The drawings and models bring these ideas to life and become the starting point for your product.

We have many design choices, the particular product dictates the best method for presenting product drawings and models. When the details are finished, your product is ready to be made into a presentation prototype.

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Industrial Design Services

The World Patent Marketing design team works closely with our manufacturing department to create your final product designs. These designs build upon the best aspects of your unique vision, while adapting it to high quality manufacturing requirements. Our goal is to create a product that is useful, elegantly designed, durable, stands out in the marketplace, and can be manufactured at a price point that ensures success in the marketplace. Our teams have extensive experience in designing, refining, developing, and manufacturing successful products. The team incorporates the skills of designers, as well as in the fields of electrical, mechanical, materials, and industrial engineering. This technical knowledge, expertise, and experience are invaluable when it comes to efficiently developing and manufacturing successful, functional products.

Three-Dimensional Product Animation

Our 3D product animations are an important step in the design process. At World Patent Marketing, we have found that 3D product animations, or 3D prototypes as the are also called, are one of the best low cost ways to demonstrate how your product works, what it looks like from every angle, and to refine design details.

Demonstrate Product Details

Video is a great way to advertise and market your product. But during the development stage, 3D animations are superior. With 3D animation, you can test your product without having to go through the expense of making a physical prototype. The 3D animation allows you to look at the product from every angle, almost pick it up and turn it around, and even look at the details inside. And you can zoom in or out, to perfect the smallest details.

Additional Benefits of 3D Animation Development

Get to Market Faster

3D animation doesn't require a physical prototype, as video or photography does. So you can begin marketing your product to investors, and retailers faster with 3D animation. With 3D animation you can present your product at meetings and trade shows, without going through the expense of manufacturing the product first.

Save Time and Production Costs

You don't need to hire a film crew and production team to produce a 3D animation. This can save a tremendous amount of time and money. Plus, 3D animations are usually developed from your engineering CAD files, they take advantage of essential work that has already been done. 3D animation can be a real time and money saver over video, particularly in the early stages of the invention process. And product details can be easily changed, allowing for market tests and changes to made easily and efficiently.

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Prototypes are essential to the product development process. High quality prototypes are essential to design, manufacturing, and marketing plans. Technology has rapidly advanced and altered the process of prototype design and production. World Patent Marketing uses the most advanced techniques, selected on a case by case basis to best suit each particular project. We offer four types of prototypes:

FOUR TYPES OF PROTOTYPE

PRESENTATION PROTOTYPE

The first phase of product production involves creating a presentation prototype. This prototype has the look and feel of the actual finished product. It should look and feel like the finished product. It is used to for marketing presentations and to test and finalize design details like the color, texture and finish.

PROOF-OF-CONCEPT PROTOTYPE

The second phase of a product prototype process involves the creation of a proof-of-concept prototype. This prototype usually doesn't look like the finished product. It is created to test if the concept works. These are sometimes necessary for the patent application and investment.

FUNCTIONAL PROTOTYPE

The third phase of a product prototype is the building of a finished model. These are often done in small run manufacturing facilities. It will look and work just like the finished product, but it is not necessarily built in the same manufacturing plant or on the same machines. It is useful for creating an actual physical model of the final product.

PRODUCTION PROTOTYPE

The fourth and final phase of a prototype is an actual working product. It is built on the exact same machines and assembly lines as your final invention. This prototype allows you to approve the details of your invention. It is very important to have a perfect production prototype before proceeding to mass manufacture of your product.

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Creating the Prototype: Design Stage

Your Design Becomes Reality

World Patent Marketing uses prototypes as a design tool. They help us to refine the product concept, they are models of the final product.

Prototyping is crucial to product development since you're creating a unique product.

Prototypes allow you to thoroughly examine your design, test it and alter it and test it again. Prototyping allows the developer to check for flaws and to make sure the product works correctly and is easy to use. In addition, the prototype is a physical version of your idea that can be shown to potential investors. One other crucial part of prototype testing is safety. The prototypes offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.



ADVANTAGES OF PROTOTYPES

1. Prototypes enable you to test and refine your design. This includes for functionality, appearance, and cost of manufacturing. There is no substitute for a physical model when it comes time to make the final assessment on these processes and features. A physical prototype allows you to determine if the product works as expected, and eliminate unforeseen issues or potential problems.

2. Prototypes allow you test the performance of different materials. The only way to be sure that particular materials will be durable and stand up to the required use for a new invention, is to build a prototype and test it. The prototype allows you to discover and repair design flaws early in the invention process.

3. Prototypes help you to communicate the features and function of your product more easily, that includes to investors, buyers, and, most importantly your product development team.

4. Great prototypes encourage others to take your product seriously. There is simply no question that in a head to head competition between two product ideas, the inventor with the superior prototype is going to shine and have greater credibility. It's simply human nature. A high quality prototype can put you over the top and provide an edge in attracting investors and a quality team.



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WPM CHINA MANUFACTURING

Your One Stop Shop to Build and Scale New Products Successfully

World Patent Marketing has developed a well-tested process which streamlines the manufacturing of new products. We can build new products efficiently, and rapidly scale the process for large production in minimal time. With manufacturing hubs in Shanghai, Hangzhou, and Shenzhen, we offer maximum flexibility and efficiency.

The Build Process

The Scale Process

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VETTED FACTORIES

Choosing the right factory is one of the most important aspects of production. It is also the one in which most lone entrepreneurs make their biggest mistake. They simply do not know what to look for or how to protect their interests. World Patent Marketing overcomes this problem by having a core group of factories at our disposal. These facilities are carefully vetted and over time we have established trust and confidence with the staff. Our facilities have varying specialties and we are aware of which factories are best for particular inventions and products. With our network of facilities we can manufacture products in almost any product category. We have bullet proof supplier agreements that protect your interest in both production quality and protection of intellectual property.

INDUSTRY EXPERTS

Over the last several decades, Asia has become the manufacturer of the world. As such, they have the most experienced experts and manufacturing talent on the planet. World Patent Marketing has attracted the best of them, creating a team of qualified industry experts in a wide field of manufacturing services. Whether you require plastic injection molding, material stamping, PCB fabrication, high-tech batteries, sophisticated optics, machining or fabrication, our team is up to the task. Our factory representatives work closely with design teams and inventors to overcome design and engineering challenges and produce high quality finished products. Our Expert Agreement protects intellectual property throughout the process.

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MERCHANDISING HUBS

World Patent Marketing incorporates merchandise hubs to keep projects on track. Our product teams oversee and coordinate the entire product development process. Through a variety of proprietary communications technology and communication software, we manage tasks, track discussion, maintain files on changes and sign-offs, and make it available online so the entire team can stay current on development progress. Frequent communication is required to successfully complete projects. We have developed a system to maintain clear, transparent and open communication at all times. Our hubs keep everyone in touch and projects on track.

SMALL BATCH MANUFACTURING

First orders are usually for small runs of a product. These do not require large-scale manufacturing. We have facilities in China that are dedicated to smaller production runs. They coordinate with other facilities to easily transfer tooling and technology to larger factories.

PRODUCT CERTIFICATION

Product certification is critical in almost every industry, from consumer products, to electronics, and medical devices. We partner with various agencies and companies to make the process smooth and efficient. Their 40,000 employees worldwide ensure that you have the correct information, testing and certification for your destination market.

SCALE METHOD

Manufacturing is one of the most important aspects to developing and launching a product in the marketplace. It affects the quality and price of your final product. As your product becomes successful, one of the challenges is scaling production from small runs to larger runs. Because of our numerous core facilities throughout China, we are able to quickly efficiently, and reliably scale production for our products.

OPERATIONS

Operating manufacturing facilities in China is fraught with difficulties for the unwary investor who lacks on the ground connections. Management of those operations is critical to your success. We have created a standardized process that streamlines the process and provides quality control and communication at every level. Our merchandisers, who are located in country at our hubs, oversee all operations from fulfillment to shipping and tracking. They also handle inventory control, testing and maintenance. Our method offers reliability, efficiency and low cost to our clients.

PRODUCT EXTENSIONS

Sustaining continual growth requires innovation and advancement, in the form of frequent product updates and product line extensions. As a One Stop Shop, World Patent Marketing has the

team resources, and the depth of specialized talents, to help you quickly accelerate your product development strategies and bring updates and extensions online continuously. Our strategic partnership with a number of companies which give us access to a team of top-notch freelance designers who can handle all aspects of industrial, packaging, and graphic design. All of the tools you need are at your disposal with a phone call or e-mail.

SALES CHANNEL DEVELOPMENT

Let us help you sell your product. We have developed an extensive network of strong relationships with some of the largest retailers in North America and Europe. With our network and strength, you can breakthrough the "single vendor" problem, and reach the buyers you need to put your product on the shelves.

PURCHASE ORDER FINANCING

Tap into our network to solve cash flow problems. As you scale, cash flow becomes increasingly challenging. Therefore, we offer purchase order financing for products manufactured in our facilities. We also have a network of investors who can provide growth capital on an equity sharing basis for products in need of liquid capital.

FREIGHT & LOGISTICS SUPPORT

We offer logistics support through a number of third party partners. These operations are housed stateside, with both offices and warehouses. Through them, we are able to offer warehousing, order fulfillment, shipping, distribution and customs services. This allows us to offer vertically integrated services from the factory floor to the customer.

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CHINESE MARKET

Everyone wants to crack the one-billion person market, China. Yet, selling products in China is almost impossible for Americans and Europeans lacking connections.

We can solve that problem on several fronts, including consumer messaging, distribution, online sales, and retail stores. We can help you put your product on the shelves in China.

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Is your idea protected?

World Patent Marketing can refer you to an independent patent attorney or agent that is part of WPM's Patent Referral Network. He or she can help prepare a utility, design or plant patent application with the US Patent and Trademark Office. World Patent Marketing is not a law firm and does not provide legal advice. All legal questions regarding the patent filings must be communicated directly with your selected patent practitioner.

Provisional Patent Application

- Allows you up to a year of protection during which time you can determine the commercial potential of your invention. This is a window of opportunity before you need to commit to the cost of filing and prosecution of a regular application for a patent. When you file the provisional patent application, you are allowed a year to assess the potential. A year may not be enough time to fully assess the value and potential of an invention, but it is nonetheless a valuable window that protects your invention while you begin the steps of production and marketing. If you have not found any interest at all in a year, you may want to rethink going through the time and expense of filing for a regular patent.

- When you have a provisional patent, you use a "Patent Pending" notice to prevent people from infringing upon or copying your invention. The notice lets people know that you have gone through the appropriate steps to protect your invention, and that they cannot copy it or reproduce it. It may seem to be a small protection, but most of the types of people who actively look for good ideas to steal and copy, will automatically stay away from those marked "patent pending." It isn't worth it to them to get involved in a patent battle or lawsuit. The "patent pending" notice has much the same effect as a sign on the front of a house stating that there is monitored burglar surveillance; thieves leave both of them alone.

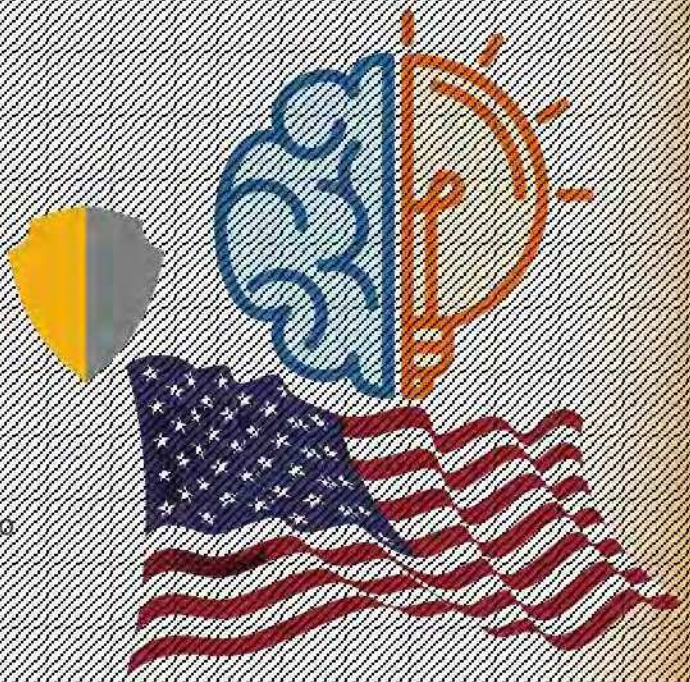
- An important aspect of the provisional patent application filing is that it established a fixed and legal date. If the provisional patent is granted, it is enforced from the day of the filing. The United States is now a first-to-file country, so the filing date is important for inventors' rights.

- The provisional patent application offers inventors privacy along with protection. Provisional patents are confidential, unlike regular patents. During the 12 month period, no one can find out information about your patent, and no information can be disclosed, except under two cases:

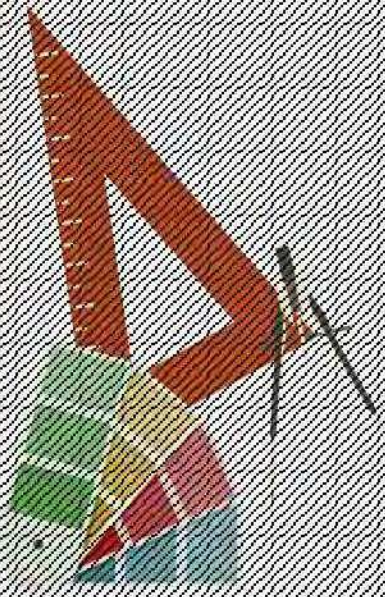
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1. When you make regular patent application in that time.
2. When there is a dispute regarding your rights to the patent.

With these two exceptions, the provisional patent is a confidential document that keeps the details regarding your invention safe.



Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof. The utility patent generally permits its owner to prevent others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".



Patenting Process: Design Patent (US Protection Only)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right, a bit like copyright for products. Ornamental designs of jewelry, clothing, food containers and computer icons are examples of objects that are covered by design patents. The Design Patent permits its owner to exclude others from making, using, or selling the design. Design patents are granted for the term of fifteen years.

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: CrunchBase
Sent: Fri 2/26/2016 12:10:07 PM
Subject: Can you verify Christpher Seaver, MD's experience?

Scott,

Thank you for your recent edits to CrunchBase!

Please ensure that the following edits include current and past job experiences, as well as the start and end dates.

You can access the page, by clicking on the link(s) below and selecting **"Update"** in the **Jobs** section.



Christpher Seaver, MD
No Current Position and No Past Positions



Richard Sulaka, Jr.
No Current Position and No Past Positions



Omar Rivero
No Current Position and No Past Positions



Omar Rivero
No Current Position and No Past Positions



Matthew G. Whitaker
No Current Position and No Past Positions

With over 995K profiles maintained on CrunchBase, we value your contribution!

-The CrunchBase Team

Keep up with CrunchBase

AMERICAN OVERSIGHT



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AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
Cc: mwhitaker@whgllp.com[mwhitaker@whgllp.com]
From: Dawn DWLC
Sent: Fri 12/18/2015 7:48:00 PM
Subject: RE: Damien Maharaj
2015 12 18 Correspondence - DWLC to Scott Cooper.pdf

Please find correspondence attached.

Dawn Wattie

Dawn Wattie Law Corporation
2-15621 Marine Drive
White Rock, BC V4B 1E1
Email: dawn.lawyer@dwlc.ca
Office: 604-385-DWLC [3952]
Website: www.DWLC.ca

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From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: December 17, 2015 1:10 PM
To: DWLC Info
Cc: mwhitaker@whgllp.com
Subject: Damien Maharaj
Importance: High

Dawn

I was forwarded this information from (b)(6) regarding our mutual client (b)(6) She indicated you were making threats and accusations about my company. As you can imagine, I take such matters very seriously.

Attached are receipts of two filed utility patents which your letter claims do not exist. We seem to have lost communication with our client due to your interference.

Please help me understand what the problem is so I can help.

I have copied my board member and Former US Attorney, Matthew Whitaker, on this email. Please communicate directly with the two of us on this matter.

I look forward to hearing from you.

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

CONGRESSIONAL OVERSIGHT

ABOUT

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.



SUBMIT IDEA

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LICENSING DEALS

SANTA GIVES WORLD



Santa Gives World Patent Marketing Inventor Steven Harris a Licensing Deal for Christmas

World Patent Marketing and InventVillage.com team up to bring Teddy's Ballie Bumper to the marketplace.

Tweet Like +1 Share Pin it EMAIL

Miami Beach, Florida (PRWEB)
December 24, 2014

World Patent Marketing, the world's fastest growing Patent and Inventor Services Company, is pleased to announce that Inventor Steven Harris of Palm Springs, California has obtained a exclusive licensing deal for Teddy's Ballie Bumper with SECS, Inc. of Mount Vernon, NY.

"I am very happy for Steve Harris," said Scott Cooper, Managing Director of World Patent Marketin g, "I have never seen an exclusive licensing deal inked so quickly. I expect all the big box stores will compete to put this product on their shelves."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

SECS, Inc,, founded in 1963, is a recognized quality manufacturer of a wide variety of precision machined components and assemblies, including electro-mechanical assemblies. Its worldwide customer list includes major aerospace, industrial control, defense, instrumentation, security and medical device manufacturers. SECS diverse product line includes gears, gear heads, gear boxes, bearings, sprockets, belts, couplings, hardware and more.

World Patent Marketing is the world's fastest growing Patent and Inventor Services Organization. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

SUPREME DIVA JEANS

Licensing Deal - Jeans Patent Makes Your Butt Look Great in Jeans - World Patent Marketing China Announces Another April Manufacturing Deal for Supreme Diva Jeans

The New York Inventor Exchange approves the Supreme Diva Jeans for licensing and trading intellectual property rights.

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Hong Kong, China (PRWEB)
April 24, 2015

HOT TUB SWIVEL SEAT



Licensing Deal! ----- World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor

Licensing Alert: World Patent Marketing Takes The Risk and Licenses Hot Tub Swivel Seat from Indiana Inventor

Tweet Like +1 Share Pin it EMAIL

Shanghai, China (PRWEB)
March 27, 2015

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SELECTED CLIENT REVIEWS

As a the leader in the patent and inventor services industry, World Patent Marketing works hard to provide the utmost levels of quality and services to its clients.

Their knowledge, skills and expertise help to ease the confusing and complicated process of patenting a new product and getting it on the shelves. The process of taking a product from idea to reality can be tricky.

World Patent Marketing is a leader in the field and can take the guesswork out of creating and marketing your idea for a new product.

Countless inventors have trusted the experts at World Patent Marketing with their ideas and they
are singing their praises. See what they have to say about the level of service and quality delivered by the World Patent Marketing team.

Here are some raving testimonials for the top-notch services provided by their team.

★★★★★ Google

I came to World Patent Marketing with my product after being hosed by another company. Jay Ward contacted me and has restored my faith that there are companies out there that will help you get your product out there. i am very impresses so far, and i am also looking forward to working with him and World Patent Marketing.

Tracy Harvill

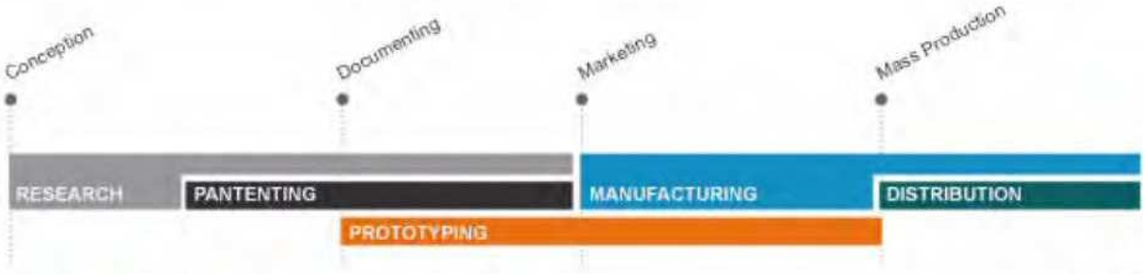
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TESTIMONIALS



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SERVICES



RESEARCH

World Patent Marketing is your partner in bringing your invention to life. We know what it takes to make your idea successful and will work with you at each step to make sure that your idea is airtight.

At the Research Phase, we will work with you to:

• **Complete an initial patent and "prior art" search.** First, we will make sure that someone didn't think of this idea before you.

• **Research your market.** Before you invest too much time and money into patenting your invention we will complete a sound preliminary analysis of your target market.

• **Understand operational costs.** Once you know there's a market, make sure your product can be manufactured and distributed at a low enough cost so that your retail price is reasonable. Because World Patent Marketing has facilitated the entire invention process, you will receive the most accurate overview cost to bring your product to market so that you can make the best decision on how to move forward. We will also help you size up your competition.

1. Global Patent Search
2. Commercial Viability Study of Utility and other Patents
3. Product Branding
4. 3D Virtual Model
5. Preliminary Patent Drawings
6. Market Demographics and Psychographics

PATENTING

MARKETING

PROTOTYPING

MANUFACTURING

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INVENTOR TRADE SHOWS

World Patent Marketing maintains a strategic presence at the world's most prestigious trade shows.

VIEW BY MONTH

2015 TRADE SHOW SCHEDULE

Consumer Electronic Show - Las Vegas 2015 - Las Vegas Convention Center

The International Consumer Electronics Show (CES) is a major technology-related Trade Show held each January in the Las Vegas Convention Center, Las Vegas, Nevada. Not open to the public, the Consumer Electronics Association-sponsored show typically hosts previews of products and new product announcements.

North American Music Merchants - Anaheim 2015 - Anaheim Convention Center

The NAMM Show is one of the largest music product trade shows in the world, founded in 1901. It is held every January in Anaheim, California, USA, at the Anaheim Convention Center.

Surfaces - Las Vegas 2015 - Mandalay Bay Convention Center

SURFACES and StonExpo/Marmomacc Americas will co-launch with the all new Tile Expo, creating the ultimate event essential to flooring, stone and tile professionals.SURFACES is the one event where you can learn and network with the best and brightest in the floor covering and surfacing industry.

Distributech - San Diego 2015 - San Diego Convention Center

Distributech is the utility industry's leading smart grid conference and exposition, covering automation and control systems, energy efficiency, demand response, renewable energy integration, advanced metering, T&D system operation and reliability, power delivery equipment and water utility technology held each January. Not open to the public.

Shot Show - Las Vegas 2015 - Sands Expo Center and Venetian Congress

The SHOT Show is an annual tradeshow for the shooting, hunting, and firearms industry.

Air Conditioning, Heating, & Refrigeration Expo - Chicago 2015 - Mc Cormick Place - Chicago

The Air Conditioning, Heating and Refrigeration Institute (AHRI)is a North American trade association of manufacturers of air conditioning, heating, and commercial refrigeration equipment

Outdoor Retailer - Winter Market - Salt Lake City 2015 - Salt Palace

This popular outdoor gear Trade Show is held twice a year so leading outdoor industry manufacturers can introduce winter and summer outdoor products. Attracting thousands of buyers in Salt Lake City, Utah

International Production and Processing Expo - Atlanta 2015 - Georgia World Congress

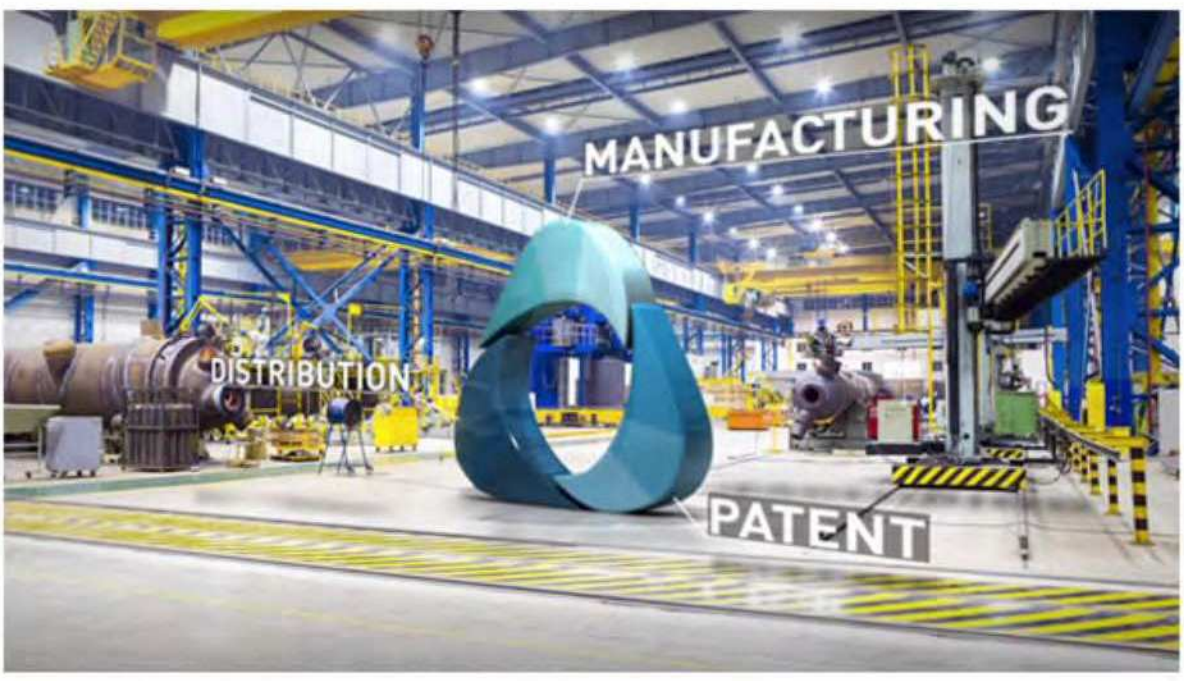
The U.S. Poultry & Egg Association is an American industry trade group located Georgia that "represents its poultry and egg members through research, education, communications and promotion.

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MENU

WORLD PATENT MARKETING

WE'VE EARNED YOUR TRUST!



COMPANY INTRODUCTION

We are a vertically integrated manufacturer and distributor of patented products. Our company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. We evaluate the commercial potential of patents throughout the United States and the rest of the world, and we would love the opportunity to talk with you about your idea and the potential for patenting, licensing, distributing and marketing the product.

REQUEST FREE INFO

SUBMIT IDEA

UPDATES



Licensing Deal!

World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor

by Scott Cooper - Feb 1, 2015 0 145

NEWS

Feb 23, 2015

Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors

Feb 22, 2015

MAGIC Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing Shows Off Its Latest Inventions

Feb 21, 2015

World Patent Marketing Declares War On Patent Troll Scams As US Congress Reconsiders Anti-Patent Troll Law

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OUR VIDEOS



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contracted with the promoter over the last 5 years.

The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.

The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.

The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,
(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 13:28:20 -0400
Subject: Re: News from World Patent Marketing
To (b)(6) @hotmail.com
(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?
Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
On Apr 2, 2015, at 1:23 PM, rod mael (b)(6) @hotmail.com> wrote:

> This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

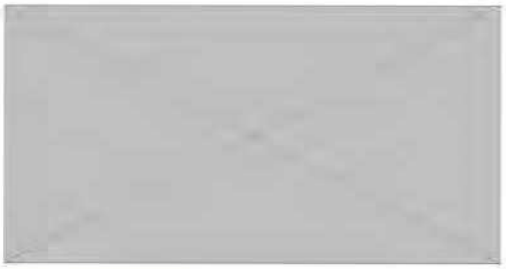
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Date: Thu, 2 Apr 2015 11:57:54 -0400
From: publicity@worldpatentmarketing.com
To (b)(6) @hotmail.com
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.





World Patent Marketing

Pres

World Patent Marketing Unveils Its Cutting Edge Printing Inve During the Graphics of the Americas Trade Show at the Miami Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -

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To: (b)(6) @aol.com (b)(6) @aol.com]
Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Eric Creizman
Sent: Thur 8/27/2015 2:30:01 AM
Subject: Desa Industlries, et al. v. Alex Rudsky
Filed Summons and Complaint.pdf

Attached please find a courtesy copy of the Summons and Complaint that has been filed by our firm on behalf of plaintiffs in the Supreme Court of the State of New York, Kings County.

--

Eric M. Creizman

CREIZMAN LLC
565 Fifth Avenue, New York, New York 10017
T: (212) 972-0200; F: (646) 200-5022
www.creizmanllc.com

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	INDEX NO.: _____
Plaintiffs,	SUMMONS
v.	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	
Defendant.	

TO THE ABOVE NAMED DEFENDANT:

YOU ARE HEREBY SUMMONED and required to serve upon Plaintiff's attorneys, whose address is:

Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017

an answer to the complaint in this action within 20 days after the service of this summons exclusive of the day of service, or within 30 days after the service is complete if this summons is not personally delivered to you within the State of New York. In case of your failure to answer, judgment will be taken against you by default for the relief demanded in the complaint.

Kings County is designated as the place of trial in that the Defendant maintains his principal residence and places of business and otherwise transacts business and operates in Kings County.

Dated: New York, New York
August 26, 2015

/s/ Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
Attorneys for Plaintiffs

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	:	INDEX NO.: _____
Plaintiffs,	:	COMPLAINT
v.	:	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	:	
Defendant.	:	

Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and Scott J. Cooper by their undersigned attorneys, Creizman PLLC, for their complaint against Defendant, Alexander Rudsky, allege as follows:

NATURE OF ACTION

1. In or about July 2015, WPM and its CEO and Creative Director, Scott Cooper, began receiving a series of threatening emails. At first the author of these emails hid his identity, but by mid August 2015, the perpetrator revealed himself as well as his agenda: unless Mr. Cooper paid him $200,000, he would smear WPM's reputation by writing spurious negative online reviews and filing bogus complaints with the Better Business Bureau. There is a name for a proposal like this: blackmail.

2. The author of the threats is the Defendant, Alexander Rudsky. He is a former employee of Mr. Cooper from a previous business venture who is desperate to make money by any means. In his communications with Mr. Cooper,

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he portrayed himself as the spokesperson for a "group" that will "make things difficult" for Mr. Cooper by destroying his and WPM's reputation.

3. After writing several increasingly threatening emails, Rudsky upped the ante by making defamatory statements about Mr. Cooper and WPM in an email to a member of WPM's advisory board, Matthew G. Whittaker, the former United States Attorney of the Southern District Iowa appointed by President George W. Bush. In this email, dated August 25, 2015, Rudsky falsely claimed that Mr. Cooper owed him money and demanded to be paid $200,000. Although he insisted to Mr. Whittaker that "[t]here is no blackmail of any kind," he went on to do just that, by writing a defamatory screed about Mr. Cooper and WPM. Rudsky signed off the email to Mr. Whittaker with another ominous threat: "You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

4. What is clear is that Rudsky is a desperate individual who thinks nothing of using libel and extortion to get what he wants. He has already defamed Mr. Cooper and WPM in his email to Mr. Whittaker in a brazen attempt to extort $200,000. And he is threatening to take further action imminently if he is not paid. As he stated in his emails to Mr. Cooper and Mr. Whittaker, this action will consist of him and his "group" writing bogus online reviews and complaints in order to smear Mr. Cooper and WPM.

5. Plaintiffs bring this action to recover damages from Rudsky for defamation and to obtain an injunction preventing Rudsky from engaging in

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further defamation against Mr. Cooper or WPM as part of his extortionate scheme.

PARTIES

6. Plaintiff WPM is a Delaware corporation conducting business in Miami-Dade County, Florida and elsewhere.

7. Plaintiff Scott J. Cooper is an individual residing in Miami-Dade County, Florida.

8. Defendant Alex Rudsky is an individual residing in Kings County.

JURISDICTION AND VENUE

11. This Court has personal jurisdiction over Defendant under CPLR § 301 because Defendant resides and does business in New York, and under CPLR § 302 because this action arises out of Defendant's tortious conduct in New York.

12. Venue is proper under CPLR § 503 because Defendant resides in Kings County.

FACTS

13. WPM is a worldwide provider of patent and engineering services that greatly depends on its stellar reputation in the industry to thrive. WPM offers its customers support through a full range of services, from researching, patenting and prototyping inventions, to manufacturing products, retail, and investing in some of its customers' companies.

14. WPM prides itself on providing the utmost levels of quality and services to its clients. WPM has earned an A rating with the Better Business Bureau, and is a member of the US Chamber of Commerce, Dun and Bradstreet,

AMERICAN OVERSIGHT

the Association for Manufacturing Excellence, and the International Licensing Industry Merchandisers' Association (LIMA). WPM has also received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com.

15. WPM has spent a great deal of resources, including millions of dollars on advertising and marketing its services online, to ensure that it retains its reputation as an industry leader in customer satisfaction.

16. Mr. Cooper, WPM's CEO is a successful businessman and a well-known philanthropist in Miami and Israel.

17. On or about July 29, 2015, Mr. Cooper, WPM's CEO, received a long and ominous e-mail from an anonymous account identified only as "Ivory Soap," who purported to speak on behalf of a mysterious "group."

18. The email contained a rambling discussion of one of WPM's products and went on to make vague proposals of a "partnership" between WPM and the sender's "group" that "will be of mutual benefit."

19. The email also contained the following veiled threat: "The group will not tolerate any negative publicity when it comes to WPM."

20. The "partnership" proposal referenced in the email was entirely unsolicited, nor did Mr. Cooper have any idea what was the "group" that the anonymous author repeatedly mentioned. What is clear, however, is that the author was making negative insinuations about WPM's hard-earned ratings from the BBB and other ratings sites. It is also clear that the author wanted something from WPM, although he did not say exactly what that was.

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21. A follow-up to the email from "Ivory Soap" arrived several weeks later, in which the author of the first email revealed himself as "A. Rudsky," using the email address (b) (6)

22. This A. Rudsky was familiar to Mr. Cooper as Alex Rudsky, a former employee in a previous business venture. Mr. Cooper had parted ways with Rudsky eight years earlier.

23. In his second email to Mr. Cooper, dated August 18, 2015, Rudsky wrote, "In reading the [customer] reviews it seems you already have a couple thorns in your side. Do you need more?" This was a clear threat to fabricate negative reviews online.

24. In addition, the email concluded with a threat to harm WPM's reputation. Referring to potential negative stories about WPM, Rudsky wrote, "We want to make sure these [stories] never make it to page 1...or all trust is gone[.]" This is a clear insinuation that he could harm WPM by falsely claiming on the Internet that WPM had faked the positive customer reviews that, in reality, are a reflection of the company's stellar reputation.

25. As before, Rudsky proposed an unspecified "partnership," but the tone of his second email was more obviously threatening.

26. Three days later, on or about August 21, 2015 Rudsky left a message with WPM's receptionist, in which he threatened to make false statements about WPM to the Better Business Bureau.

27. Later that day, Rudsky sent a third email. Unlike the ones preceding it, this one was short and to the point. It read:

AMERICAN OVERSIGHT

"Scott, I sent you an email the other day. I left you a message this morning.. My advise [sic] is not to ignore and hope I go away...

"You do not need our group to make things difficult on you.. So please man up and let's go over a few things that are needed to discuss.. have a good weekend. I expect to hear from you today."

28. The statement that Rudsky's "group" could "make things difficult on you" was a clear threat to WPM and Mr. Cooper himself.

29. Mr. Cooper then asked Matthew Whittaker, a member of WPM's advisory board and a former U.S. Attorney to intervene. Mr. Whittaker wrote an email to Rudsky stating that Rudsky's message and emails were "an apparent attempt at possible blackmail or extortion." Mr. Whittaker admonished Rudsky not to engage in potentially illegal activity.

30. Rudsky's response to Mr. Whittaker's email was unhinged. In that email, dated August 25, 2015, he makes multiple defamatory statements about WPM and Mr. Cooper personally:

> "Hi Matt,
>
> "I know exactly who you are I have spent the last few months going over your site.
>
> "Let me quickly explain how I came across WPM so you have a brief history. Annette Copper [sic], and my ex wife Judy are friends and communicate on regular basis. Annette mentions to Judy that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and

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you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

"A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a $1 million dollar pay out from a Mike Ashley. At that time I was owed $200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

"There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

"Very simple. Scott Cooper is running an absolute scam. You know it as well as I do…. [] I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to

AMERICAN OVERSIGHT

deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

"You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

31. Rudsky's email falsely states, among other things, that Mr. Cooper owed him an unpaid debt based on a non-existent contract. Rudsky was never a shareholder or "stakeholder" of Mr. Cooper's former business venture, nor was he entitled to any percentage of any business dealings of Mr. Cooper's company. In short, he made up the debt out of whole cloth.

32. The email also falsely insinuates that Mr. Cooper has a bad moral character.

33. The email also falsely claims that WPM is a scam and that its positive customer reviews are not legitimate.

34. Finally, it ends with a threat to harm WPM's reputation online if Rudsky is not paid $200,000 within 48 hours.

35. Later the same day, Rudsky wrote a second email to Mr. Whittaker, in which he stated, "You are party too a scam that is driving allot [sic] of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker."

36. The factual assertions in this email are also false, and it is quite clear that Rudsky is threatening Mr. Whittaker as well as WPM and Mr. Cooper.

37. The inescapable conclusion from Rudsky's emails to Mr. Cooper and Mr. Whittaker is that he is motivated by ill will toward Mr. Cooper and WPM

AMERICAN OVERSIGHT

and that he is deliberately defaming them as part of a scheme of extortion and blackmail.

COUNT ONE
Libel

38. Plaintiffs repeat and reallege each and every prior allegation herein.

39. Rudsky has willfully and maliciously published statements about WPM and Mr. Cooper that are both false and defamatory.

40. Specifically, Rudsky has falsely stated in emails to Mr. Whittaker that Mr. Cooper has a bad moral character, that Mr. Cooper owes an unpaid debt to Rudsky, that WPM is "a scam," and that WPM's positive customer reviews are fake.

41. Each of these statements is defamatory *per se* or has a defamatory meaning within the context of the emails.

42. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

COUNT TWO
Injurious Falsehood

43. The Plaintiffs repeat and reallege each and every prior allegation herein.

44. Rudsky has willfully made false statements in emails to another person about Mr. Cooper and his business, WPM.

45. These emails have deprived Mr. Cooper and WPM of prospective economic advantage by damaging their reputation and inducing others not to deal with Mr. Cooper or WPM.

AMERICAN OVERSIGHT

46. These false statements were made deliberately and maliciously.

47. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

WHEREFORE, Plaintiffs pray for an entry of judgment against Defendant that:

1. Awards compensatory and punitive damages according to proof;
2. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to refrain from publishing online or elsewhere the threatened false statements about WPM's customer reviews or any other false statements about WPM or Mr. Cooper;
3. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to desist from threatening WPM or Mr. Cooper for the purpose of extortion or blackmail;
4. Awards reasonable attorneys' fees and costs of this action; and
5. Awards all such other relief as the Court deems just and proper.

AMERICAN OVERSIGHT

FTC-18-0836-B-000086

JURY DEMANDED

Plaintiff hereby demands a trial by jury.

Dated: New York, New York
August 26, 2015

Respectfully submitted,

CREIZMAN LLC

By: /s/ Eric M. Creizman
Eric M. Creizman
Zachary S. Taylor
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
ztaylor@creizmanllc.com

AMERICAN OVERSIGHT

FTC-18-0836-B-000087

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Bernard Egozi
Sent: Fri 8/21/2015 5:07:52 PM
Subject: RE: Hi

I think Whitaker's email is fine. I see no reason to send him another one. The ball is now in his court.

Bernard L. Egozi
Egozi & Bennett, P.A.
2999 NE 191st Street, Suite 407
Aventura, Florida 33180
Telephone: 305.931.3000, Ext. 101
Direct Dial: 305.931.9342
Cell: 305.335.0381
Facsimile: 305.931.9343
begozi@egozilaw.com
www.egozilaw.com

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, August 21, 2015 1:03 PM
To: Bernard Egozi
Subject: RE: Hi

Why don't u send him an email? What do u think?

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Bernard Egozi [mailto:BEgozi@egozilaw.com]
Sent: Friday, August 21, 2015 12:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: RE: Hi

Does this guy have the ability to do anything that you will care about? I can call someone at the internet crimes division of the state attorneys' office to see if we can get cops out to him to pursue this criminally.

Bernard L. Egozi
Egozi & Bennett, P.A.
2999 NE 191st Street, Suite 407
Aventura, Florida 33180
Telephone: 305.931.3000, Ext. 101
Direct Dial: 305.931.9342
Cell: 305.335.0381
Facsimile: 305.931.9343
begozi@egozilaw.com
www.egozilaw.com

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, August 21, 2015 12:15 PM
To: Bernard Egozi
Subject: FW: Hi

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CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From (b)(6) @aol.com]
Sent: Friday, August 21, 2015 12:15 PM
To: ceo@worldpatentmarketing.com
Subject: Hi

Scott, I sent you an email the other day.
I left you a message this morning..
My advise is not to ignore and hope I go away...

You do not need our group to make things difficult on you..

So please man up and let's go over a few things that are needed to discuss..

have a good weekend. I expect to hear from you today.

CONNECT WITH US:

CONNECT WITH US:

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: (b)(6)
Sent: Sat 5/9/2015 5:04:20 PM
Subject: Fwd: World Patent Marketing Special Alert

Sheer genius!
Send directly to forbes, wsj, inc, etc.
(b)(6)

---------- Forwarded message ----------
From: World Patent Marketing <publicity@worldpatentmarketing.com>
Date: Friday, May 8, 2015
Subject: World Patent Marketing Special Alert
To: office@worldpatentmarketing.com

<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
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<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
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Investigational Hearing

Friday: 9am EST - late afternoon
jay@worldpatentmarketing.com
==========

A) World Patent Marketing gives Jay's client, Inventor Steven Harris a Licensing Deal.
World Patent Marketing and InventVillage.com team up to bring Teddy's Ballie Bumper to the marketplace.
[Click below to view video:]
Teddy's Ballie Bumper

B)
World Patent Marketing China Licenses Hot Tub Swivel Seat For Indiana Inventor.

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Hot Tub Swivel Seat

C)

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World Patent Marketing Made It Happen for Paul!

licensing Alert - World Patent Marketing China Announces a 10 Year Licensing Deal for the Bimini Top Push Mower. Shanghai, China - May 6, 2015 -
(click below to see the video)
Bimini Top Push Mower

###

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To: Christie Hoffman[choffman@worldpatentmarketing.com]
From: janice lee
Sent: Thur 3/2/2017 6:06:43 PM
Subject:
(b)(6) .pdf

(b)(6)

Janice Lee
Marketing Manager
Janice.Lee@worldpatentmarketing.com
888-926-8174 | Ext: 709
Direct: 305-602-8358 | Fax: 888-689-2485
World Patent Marketing Corporate Headquarters
2940 North Lincoln Avenue, 2nd Floor
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CEO & CREATIVE DIRECTOR

CERTIFICATE NUMBER: [redacted]

DATE ISSUED: [redacted]

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: Christie Hoffman
Sent: Fri 3/3/2017 3:20:24 PM
Subject: Re: FW: eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE
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See attached

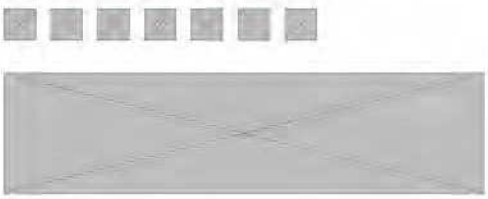
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On Fri, Mar 3, 2017 at 10:12 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Send it to me

Scott J. Cooper
CEO and Creative Director

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Miami, Florida 33131
888-926-8174 | Ext: 212
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From: Christie Hoffman [mailto:choffman@worldpatentmarketing.com]
Sent: Friday, March 3, 2017 10:12 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: FW: eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE

I sent the info yesterday. Contracts, all copies of marketing items completed and tracking info for the certificate.

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On Thu, Mar 2, 2017 at 8:54 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Did u look into this yet?

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CEO and Creative Director

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From: eFax [mailto:message@inbound.efax.com]
Sent: Tuesday, February 28, 2017 11:34 AM
To: scott@worldpatentmarketing.com
Subject: eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE

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CEO & CREATIVE DIRECTOR

CERTIFICATE NUMBER: [redacted]

DATE ISSUED: -DQ\ [redacted]

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FTC-18-0836-B-000100

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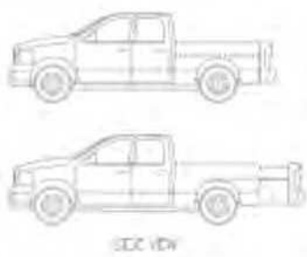
Inventvillage.com announces the marketing launch of the ATYN BED

The ATYN BED (Adjustable To Your Needs) is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

PRLog - Nov. 14, 2014 - MIAMI BEACH, Fla. – This invention generally relates to the cargo space available in a truck or van. More specifically, the invention relates to an extendable bed that will allow for the cargo space of a truck or van to increase while maintaining support and safety for cargo that may be too large for a traditional truck or van.

Avoid the Abrupt Disrupt.
Identify new technologies, partners Proactive scouting and lead gen

Pick up trucks and moving vans have been used for decades to move and haul large amounts of cargo while doubling as a personal transport vehicle. In general, truck beds are not large enough to fully contain some of the contents that are trying to be hauled. Lengthy lumber, piping, ladders, and small vehicles, such as motorcycles or ATV's, sometimes have to be placed such that they are hanging out of the vehicle or over a tailgate, either raised or lowered, at such angles that may be hazardous to other drivers or pedestrians. Cargo may slide or slip out of the bed when the tailgate is down or the user drives up a particularly steep incline. Red flags are commonly used to show the extent of which the object is hanging or as an alert for other drivers for visual conformation that the object in question is indeed a hazard. However, if the object being transported interferes with the tail lights of the vehicle, drivers lose the ability to indicate their intentions for turning or merging into other lanes. The red flag method cannot indicate these intentions and causes the situation the driver is to become dangerous for the driver and others. Therefore, it is an object of this invention to provide a means to secure the cargo of a truck or moving van while retaining the safety of the cargo, the driver, other vehicles and pedestrians. The presented invention allows for a retractable cargo bed extension to be mounted into the frame of the vehicle to extend the rear side panels and the tailgate or hatch increasing the length of the bed for extra cargo space. This invention allows for the user to park in traditional spaces when there is no cargo to be carried and haul a larger cargo load in both length and volume when the user needs to. By extending the rear side panels and therefore the signal lights the driver maintains the ability to indicate their intentions to other drivers and pedestrians. The increased cargo space allows for longer boards or other lengthy cargo to lay flat into the bed of the truck. While keeping the tailgate in the upright position, the cargo is secured and prevented from falling out of the vehicle endangering other.



The inventor of the ATYN BED is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize the ATYN BED on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about the ATYN Bed (Adjustable To Your Needs) and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at licensing@inventvillage.com (mailto:licensing@worldpatentmarketing.com) or 646-412-5985.

About World Patent Marketing

World Patent Marketing is the world's fastest growing Patent Assistance Organization (PAO). World Patent Marketing specializes in helping inventors with their patent application and related needs for an affordable price. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and many more related fields. Free evaluation services are available at World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents. In addition to the United States, it has a presence in Spain, Mexico, India, the Philippines and the United Kingdom.

World Patent Marketing In the News

The appointment of Matthew G. Whitaker, former Iowa US Attorney and Republican candidate for United States Senate to the company's advisory board. Whitaker was appointed June 15, 2004 by President

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Nov 14, 2014 News

AMERICAN OVERSIGHT
FTC-18-0836-B-000101

George W. Bush. Whitaker resigned in November 2009 following the appointment and confirmation of Nicholas A. Klinefledt, who was appointed by President Barack Obama.

http://finance.yahoo.com/news/former-republican-candidate...

For more information on World Patent Marketing, please watch our video at http://vimeo.com/86122453





Contact
Bill Flanagan
646-412-5985
bill@worldpatentmarketing.com

--- End ---

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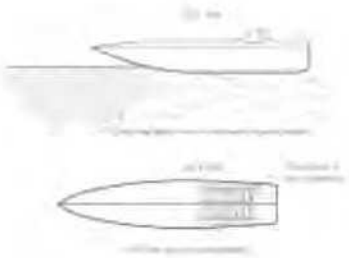
SKIP DRIVE is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

PRLog - Dec. 1, 2014 - MIAMI BEACH, Fla. -- In the history of boating there have been different types of drive systems, from sails, paddle wheels, propellers, to jet drive. Each has advantages, and each has drawbacks. Some craft are easier to load and unload on trailers. Some possess high rates of speed but poor fuel efficiency.

For Military purposes, except for the sail, these could be quite noisy. And a sail driven boat is usually slow and presents a large target or profile for identification.

The benefit for the invention is a craft that can be driven by electrical power, making the craft silent. Dependent upon need, the craft can be walked out of the water and on to the shore for on or off loading. This could save time for a mission especially where heavy equipment may be involved. There are times that loading in the water can cause damage to equipment if dropped.

The invention is applicable to multiple boat types. The invention's system can be integrated into any form of watercraft, from a light skiff to a submarine.



The belief behind the invention's system is to create a moving haul on a boat that will give not only a more positive feel of the craft for the water, but with a moving haul you greatly reduce the friction or hydraulics created by speed against the boat. An end result then would be greater fuel efficiency for any craft that utilizes this type of drive.

A simple example for how this drive works is demonstrated by snowmobiles when they have races on water in the summer time to see how far they can go before the snowmobile sinks. When going all out on smooth water it seems like they could go on forever. The design of the track is what propels the snowmobile.

Using the example of a cigarette boat, visualize it skipping it across the surface of the water. Each time it skips ahead, instead of resistance when it strikes the water, it will push off on the surface, requiring less fuel to maintain its speed. This results in greater overall speed and control.

The inventor of SKIP DRIVE is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize SKIP DRIVE on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about SKIP DRIVE and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at licensing@inventvillage.com or 646-412-5985.

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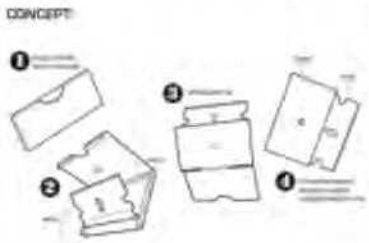
PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

PRLog - Dec. 8, 2014 - MIAMI – This invention relates generally to the blade cover. Specifically, the invention relates to a plastic blade cover wherein each blade is individually moulded and permanently secured into plastic and hinged from the center with another hinged cover to close and protect the blade. When opened the hinged cover lets you expose the blade and folds back and locks, to become a sturdy and stable handle for cutting and scraping applications.

b-plastic plastic ferrule

caps ferrules ball knobs dip-moulded ferrules

Blade holders have been known for many, many years. More recently, plastic body blade holders have come into use because of ease of manufacture and reduction in cost over well-known metallic handles. Such holders are commonly used for scraping paint and other unwanted materials from surfaces, such as glass surfaces and the like.



There are other priory known holders that do not use screws but do use specially shaped blades or mounting hooks to secure the blade in place. Such blades are not only more costly, but are also somewhat difficult to assemble and disassemble and of course such blades are not readily adaptable for use with different holders and the like. Few USA patents show a blade with an in turned hook at one end and a specially formed snap hook at the other end which is used with a holder having a plane bottom length greater than the distance between the two hooks so that when the in turned hook is secured to the holder, the snap hook will exert pressure and tightly secure the blade to the holder.

Blades in common usage can be inherently dangerous devices when in the hands of young children. Once the razor blade is exposed, the sharp cutting edge presents a serious hazard to unwary handlers of the device. In most known blades, it is extremely simple to move the blade from an inoperative enclosed position to its operative position as by the use of a single button or slide easily operable by young children.

With a conventional razor blade, once you remove the cardboard cover, you throw it away, so there is waste. Then you use the blade for your work. But, when you are finished with your work, and the blade is still in good shape, what can you do with it if you want to save it? With the present invention, you can fold the blade back up into its built in plastic casing and lock it shut. Therefore, saving the blade and keeping it safely for future use. In your pocket, in your toolbox, or virtually anywhere. And it is "go green," because there is no cardboard cover to begin with.

A conventional razor blade is comprised of basically two parts, the blade, and a thin holder or the part of the razor blade in which you handle it. That second part is wrapped around the back side of the bladed and pressed tightly in place. The present invention doesn't use this "handle" portion of the razor blade.

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Rather, a ProTecht-It blade is permanently secured in an operational plastic housing at the point of the blade where the other "handle" was located. By doing this, you will save enough metal to make two more razor blades from. So for every one single edge razor blade, you will have enough metal to make two more blades.

The present invention stands alone in a billion dollar industry. There is no other razor blade that is permanently secured in plastic, and is re-usable and disposable that is not used for hygiene.

According to the present invention, a plastic blade cover has a casing with an enclosed blade storage compartment which protects the blade. Therefore, the blade will be more durable, The present invention is also reusable and disposable. A pressor activated locking means is provided for locking the hinged cover and the blade in a first position with the blade wholly within and encased by the compartment cover. In a second position, with the blade exposed out of the compartment in an operative position. A pressure actuated safety means provides a safety lock to hold the blade in the first position while permitting release of the blade upon pressure actuation so that pressure must be applied both to the safety means and the locking means simultaneously to expose the blade. A second safety means comprised a stop means for preventing opening of the cover unless the locking means and safety means are actuated to move the hinged blade from the first position.

The inventor of PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement.

Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER on a worldwide basis. The present invention targets anybody and everybody who uses a single edge razor blade. For instance, auto body and auto glass technicians, home and commercial painters, all artists, handymen and maintenance workers, and do-it-yourselfers.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about RAZOR BLADE HOLDER/SCRAPER and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at licensing@inventvillage.com or 855-764-0635.

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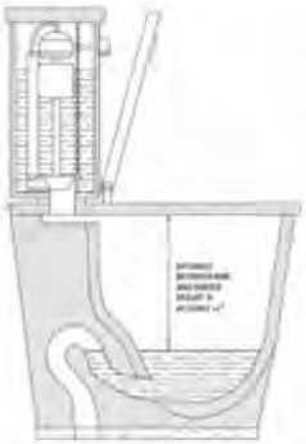
Inventvillage.com announces the marketing launch of the MASCULINE TOILET

The MASCULINE TOILET is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

PRLog - Nov. 20, 2014 - MIAMI BEACH, Fla. -- In a conventional toilet, the toilet bowl and seat have an egg shape. The egg shape is an oval in which one end has a more narrow curvature than the other. The narrow end of the oval is roughly V-shaped and the broader end of the oval is roughly U-shaped. In a conventional toilet, the V-shaped end forms the front of the toilet bowl and the U-shaped end forms the back of the toilet bowl, which is located toward the seat hinge and tank. The narrower curvature at the front of the toilet creates limited space for male genitalia when a man sits on the toilet seat. This limited space can cause contact from male genitalia with portions of the toilet, which is undesirable as those portions may be contaminated from human waste.

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Changing the shape of the current toilet system is only half of the equation. The second half of the equation involves changing both (a) the height of the rim (which needs to be increased), and (b) the surface of the water level (which needs to be decreased). This will prevent contact with the water [and its contents] itself, whereas the first solution only prevents contact with the porcelain. The distance between the rim and the water surface needs to be long enough to ensure there is no risk of contact. The average male genitalia is between 5" and 6". However, this invention is designed for those of us who measure longer than that. I estimate that a 12" distance is adequate enough for most well-endowed men, though I would not be surprised if there are cases who need a greater distance. Nevertheless, for the time being, this is a good starting point. An "extra long" [XL] version can always be created if needed.

It is therefore an object of the present invention to provide an improved, sanitary toilet bowl which prevents contact from male genitalia with potentially unsanitary surfaces of the toilet bowl. By preventing contact, the present invention will protect males from infections, diseases, or other health hazards posed by potentially contaminated toilet surfaces. This will further provide men peace of mind when they have to sit down on a toilet seat. The present invention may be used in any facility with restrooms, such as houses, apartments, condos, restaurants, business complexes, and hotels.

The inventor of the MASCULINE TOILET is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize the MASCULINE TOILET on a worldwide basis.

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PRLog - Jan. 5, 2015 - MIAMI – The invention comes with "leaves" of lettuce which can be individually removed for display purposes. Such presentations appear at grocery stores, delis, bakeries, catering companies, and similar establishments and venues. Such presentations display dishes or floral arrangements available for sale, allowing customers to browse selections available prior to purchase.

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Unfortunately, sometimes these food presentations utilize real organic matter, which can spoil after extended idle activity and have their composition change due to exposure to the environment, attract pests, or otherwise lose their aesthetically pleasing value. Oftentimes, lettuce or similar flora products will wilt and appear tired and unappealing to potential customers.



It is therefore and objective of the present invention to introduce a device to overcome such problems. Essentially, the device is a facsimile of a flora item (a leaf of lettuce, a flower with bulb-and-stem, etc.), made of synthetic such as rubber latex, silicon, or similar pliable material.

Flora products used in food presentations comes in all forms, and include all manner of fruits and vegetables, fictional and non fictional. Such flora products can range from lettuce, to carrots, to melons, apples and fictional flora such as those seen in science-fiction films, and others.

The inventions can actually be dyed/painted, etc. In a variety of different colors to better coordinate with party themes and holidays, and is not limited to shades of green. There are no restrictions in terms of size.

The invention is meant to function in any normal environment where food presentations or floral presentations are on display. It can function both indoors and outdoors, in both light and dark environments. The inventions requires no power source to run. The only facility needed to "refresh" the invention is a container of soapy water, which must be of sufficient volume to fully immerse the invention. Storage requirements for the invention are minimal. The invention does not require any particular temperature range or humidity range, except that is should not be stored in absolute environmental extremes such as desert, tundra, flooding, etc.

The inventor of LETTUCE ENTERTAIN THEM is seeking a third party licensee to manufacture, market

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AMERICAN OVERSIGHT

Andrew Levi

From: Andrew Levi
Sent: Wednesday, August 03, 2016 8:10 AM
To: scott
Subject: Fwd: World Patent Marketing

Is [redacted]

Sent from my iPhone

Begin forwarded message:

From: (b)(6); @gmail.com>
Date: August 2, 2016 at 6:11:34 PM EDT
To: Andrew Levi <alevi@llmlawfirm.com>
Subject: RE: World Patent Marketing

Mr. Levi,

What I am asking of you and by extension your client is not beyond the realm of reasonableness nor comprehension.

Put simply, when a patent application is filed, an official filing receipt is sent back confirming the patent in question and name of the patent applicant and future patent holder.

http://www.uspto.gov/web/offices/pac/mpep/s503.html

Your client, however, has only sent me a report that they themselves devised, which is neither the official USPTO patent application receipt that I am demanding, nor something uncapable of being a complete falsification.

Additionally, you and by extension your client have completely and conveniently ignored the concerns that I addressed in an email 3 weeks ago, which I will again display here for your reference:

World Patent Marketing (whose very name implies the marketing of patents) ends their contractual obligation to their clients once their patent is filed AND YET also has a website that sells it's clients' inventions? Yeah, that makes absolutely no sense unless that website is a ruse and it's sole purpose of existence is to attempt to disqualify it's parent company as an invention promoter as defined by AIPA. If you try to click on the shopping section from the official website, it is a dead link, but the hyperlink you sent me again conveniently works just fine. Many of the things sold on that site are clearly NOT inventions that WPM had anything to do with (phone cases, printer ink, three-ring binders... are you kidding me?). The "as seen on TV" section is a laughable assortium of products that were definitely not advertised on television. Am expected to believe that WPM also sells copyrighted materials such as music and movies on that site too? Really? Did WPM help patent those things?

AMERICAN OVERSIGHT

LLM-Exc-18-0836-B-000125

I was conveniently never told until now that WPM sells their inventions online. I was expressly promised that WPM attends tradeshows and will then market (again, as the names implies) it's patents so that when the patent does make money, WPM collects 10% of royalties while I keep the remaining 90%. I was told specifically that either I could pursue the patenting and promotion process all on my own and attend tradeshows with my patent by myself OR having WPM do all of that for me. Again, none of this would make any sense if WPM ends it's contractual obligations at patent filing.

Another abdurdity is claiming that a website disparaging invention promotion schemes would be composed by a competitor. That's like Subaru trying to lower Porsche car sales by commisioning an article for the New York Times on how terrible of an idea it is to by a new car; it's a lose-lose.

Also, why would so many reputable people work for a company that apparently just assess ideas and files patents? Theoretically WPM's only income is from the Global Invention Royalty Analysis fees, as the second fee is supposedly only used for filing the patent.

So to be crystal clear, if I do not receive BOTH the official patent application receipt from the USPTO proving that my patent was filed and that I am the future patent holder AND a detailed acknowledgement of and explanation for the aforementioned valid concerns, I will excercise my legal right to file legitimate complaints against WPM that in no way, shape, or form constitute punishable slander.

Prove that my specific claims are baseless. Prove that a legitimate patent application was indeed filed and that I am the future patent holder. Again, these are easily understable and perfectly reasonable demands.

-------- Original message --------
From: Andrew Levi <alevi@llmlawfirm.com>
Date: 8/2/16 2:37 PM (GMT-08:00)
To: (b)(6); Duplicate @gmail.com>
Subject: RE: World Patent Marketing

(b)(6);
Duplicate

I do not believe that there is anything further to provide to you. Your threats to file baseless claims against my client or to besmirch its reputation in order to extract a refund are nothing more than extortion. Proceed at your own peril.

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

AMERICAN OVERSIGHT

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

From: (b)(6) @gmail.com]
Sent: Monday, August 01, 2016 12:10 AM
To: Andrew Levi <alevi@llmlawfirm.com>
Subject: Re: World Patent Marketing

Dear Mr. Levi,

Your refusal to address the concerns that I raised about WPM nearly 3 weeks ago is indicative of a few possible scenarios:

1) You are deliberately ignoring me out of denial

2) You did, in fact, research the absurdities of your client and thus decided to cease representation

3) Or something else entirely...

Whatever the case, I expect a prompt explanation for your lack of correspondence AND an official patent application receipt NOT created by WPM proving that I am indeed the patent holder. If this does not happen within a reasonable time frame, I can and will use my legal rights to file the aforementioned complaints against WPM.

On Wed, Jul 13, 2016 at 6:24 PM, Andrew Levi <alevi@llmlawfirm.com> wrote:

Dear (b)(6)

AMERICAN OVERSIGHT

Attached please find the report proving that your patent was filed. Under the agreement, WPM's obligations to you end once that occurs.

I believe the link you cited was posted by a competitor. WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (iii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; (iv) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counterterrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

WPM has fully met its obligations under the contract. I urge you to stop your suggestions that you have been "swindled" in any way.

Have a good evening,

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

AMERICAN OVERSIGHT

From: (b)(6) @gmail.com]
Sent: Wednesday, July 13, 2016 8:43 PM
To: Andrew Levi <alevi@llmlawfirm.com>

Subject: RE: World Patent Marketing

Dear Mr. Levi,

I do not have any agenda of defaming a legimate company, nor do I care to get involved in a slander lawsuit.

I do, however, believe that I have been swindled out of a large sum of money by a skilled group of people knowledgeable of legal loopholes. Your client promised me things like weekly udpate correspondence, but instead exhibited a number of suspicious business behaviors mirroring EXACTLY the kind of scam artists that AIPA protects against, which *conveniently* does not apply to WPM.

This page sums explains what I'm talking about...

https://inventorwarning.wordpress.com/tag/world-patent-marketing/

I fully understand that you've no obligation to care at all about what I saying, much less give me any advice on the matter, but if you do have any input on what you as a skilled laywer think I should do, I would greatly appreciate it. Otherwise, I just threw away over $10,000 on a patent that I have no proof exists and services that most certainly won't continue.

Thank you for your time,

(b)(6)

-------- Original message --------
From: Andrew Levi <alevi@llmlawfirm.com>
Date: 7/12/16 10:35 AM (GMT-08:00)
To: (b)(6) @gmail.com>
Subject: RE: World Patent Marketing

AMERICAN OVERSIGHT

LAW OFFICES OF
LEHR LEVI & MENDEZ, P.A.
1401 Brickell Avenue, Suite 910
Miami, Florida 33131
Tel: (305) 377-1777
Fax: (305) 377-0087
Website:
www.LehrLeviMendez.com

BRUCE H. LEHR*
ANDREW K. LEVI**
SHERLEEN MENDEZ*

*ALSO ADMITTED IN NEW YORK
**ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 8, 2016

BY EMAIL

Joseph LoPiccolo, Esq.
Poulos LoPiccolo PC
112 W. 34th Street, 18th Floor
New York, New York 10120
lopiccolo@pllawfirm.com

RE: World Patent Marketing

Dear Mr. LoPiccolo:

I am writing as a follow-up to our discussion last week concerning (b)(6) During our conversation, you stated that World Patent Marketing ("WPM") has violated the American Inventors Protection Act of 1999 (35 U.S.C. § 297), ("AIPA"), and asked that I inform you if your reading of the statute was incorrect

As an initial matter, your allegations are baseless. You have not, and cannot, identify any "material false or fraudulent statement or representation, or omission of material fact" by WPM with respect to its dealings with your client. Moreover, your assertion relies on the faulty premise that WPM is an "invention promoter" as defined by the AIPA. It most certainly is not.

WPM provides a variety of services to its clients that place it well outside the ambit of an "invention promoter" as defined under the AIPA. This includes invention research, such as commercial evaluation of utility patents; manufacturing of products; retail sales of customers' products it manufactures on its website Shop.worldpatentmarketing.com; patent assistance services; engineering and prototyping services; website and mobile applications development; and advertising and marketing services on both internet and traditional media. *See* 35 U.S.C. §297(c)(3)(C) and (E).

For these reasons, any suit that you are considering bringing under this statute would be frivolous. Moreover, in light of the specific information provided to you in this letter, such a suit would subject you and your client to Rule 11 sanctions. In fact, we would include this letter in our motion to dismiss and for sanctions to show that you and your client were aware of the baseless nature of any claim brought under AIPA against WPM.

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We have warned (b)(6) that his slanderous and defamatory statements to WPM's clients and potential clients must cease immediately. Now that you are aware that any AIPA claim would be baseless and frivolous, we again demand that your client immediately cease his illegal conduct. If this improper conduct continues, he faces a legal suit for causes of action that could include defamation, slander, tortious interference with contract, and tortious interference with advantageous business relationships.[1]

WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; and (iii) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT). Any defamatory statements by you or your clients regarding WPM also besmirches this outstanding corporate leadership, who enjoy wide-spread recognition and respect.

What this matter ultimately comes down to is your client's dissatisfaction that his invention did not become as profitable as he had hoped. Of course, WPM would like nothing more than for his product to succeed and for WPM to be credited with making it a success. However, WPM does not guarantee, and cannot ensure a project's success. Unfortunately, your client did not achieve the result he dreamed of, but blame cannot be left at WPM's door. By seeking to besmirch WPM's reputation and extort it by threatening legal action in order to obtain a refund of some kind, where WPM did everything it promised it would do, your client is engaging in the very kind of sharp practices he falsely attributes to WPM.

For the last time, we demand that your client cease and desist from his campaign of falsehoods against WPM. If he fails to do so, our client will seek any and all remedies available to it under the law.

Very truly yours,

LEHR LEVI & MENDEZ, P.A.

By: _____ for
Andrew K. Levi, Esq.

[1] The failure to refer to any specific remedy or action herein is not a waiver of said remedy or action, and shall not be treated as such by you.

AMERICAN OVERSIGHT

From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Tuesday, March 24, 2015 1:25 PM
To: Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: FW: News from World Patent Marketing

Scott J. Cooper
CEO & Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax



From: (b)(6) .com]
Sent: Monday, March 23, 2015 10:35 PM
To: World Patent Marketing
Subject: Fw: News from World Patent Marketing

Atten: Mr. Massey:

I'm still not sure if I want to go with your company. Nothing good is being said about.

Sincerely,
(b)(6)

On Monday, March 23, 2015 9:52 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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World Patent Marketing

Press Release

World Patent Marketing Aims to Reduce the 58,000 Children Abducted a Year Statistic With a State of the Art Child Safety Invention

The New York Inventor Exchange approves Kidz 1st Alert, a World Patent Marketing child safety invention, for licensing and trading intellectual property rights.

New York, New York - March 20, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated manufacturer of patented products, releases Kidz 1st Alert, a child safety invention that improves child tracking in a non-intrusive way by using a child bracelet and mobile app.

"With almost 900 reported cases in the past year alone," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "This revolutionary child safety invention will give parents valuable insight to their child's location at all times, highlighting the importance of a quick and effective national response to child abductions and kidnappings."

Popular statistics show that 58,000 children are abducted or lost every year. This data has been proven to be outdated, false and doesn't even come from the FBI. The data comes from a study by the Justice Department. The study itself used a small sample population which [illegible] national statistics. In addition, the original study was conducted before 1990, when the use of

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cell phones was not at all common. We currently have no reliable data on actual numbers of child abduction, lost children, or kidnappings. Estimates are as high as four times the cited 58,000 children abducted or as low as 2,000 per year. Meanwhile, all over the world, the reality about child abductions remain grim.

An effective child safety invention is necessary for the future of our nation. The basic elements of Kidz 1st Alert are bracelets worn by the child, and the mobile app which is paired to the bracelet. The app would give an alert when the child falls within 25 feet of the parent holding the smartphone, and a separate alert when the child strays farther than a hundred feet. This child safety invention will make use of any available technology including GPS, cell signal triangulation, and Bluetooth.

"This child safety invention can transmit data from the bracelet to the smartphone," said Tim C., the inventor of Kidz 1st Alert. "It is so easy to lose a child at a mall, a park or any public place. Losing your child for even a few minutes can be a traumatic experience for both the parent and the child."

"The biggest problem parents have is that there are too many distractions." Explains Casey Turner, a Parental Advice Blogger from Miami Beach. "This child safety invention can increase a parents comfort level in any public environment."

The greatest gifts you can give your children are the roots of responsibility and the wings of independence. With the Kidz 1st Alert child safety invention we can allow future generations to experience freedom in a whole new way.

About World Patent Marketing

World Patent Marketing is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

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FTC-18-0836-B-000134

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Sent: Thursday, March 26, 2015 6:25 AM
To: Vinny LaBarbera <vinny@imforza.com>; Oliver Cheatham <oliver@boltwebsolutions.com>
Cc: Bernard Egozi <begozi@egozilaw.com>
Subject: FW: News from World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) .com]
Sent: Saturday, March 21, 2015 1:05 PM
To: publicity@worldpatentmarketing.com
Subject: Re: News from World Patent Marketing

Cuyler, After reviewing the Web about World Patent Marketing. Not very happy with what I found out. If you can prove otherwise then would glad to see it however I am not interested in doing business with this Company.
Thank you...

On Friday, March 20, 2015 11:04 AM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing Press Release

Beauty Buzz: World Patent Marketing Introduces a Cosmetic Invention In Time For Both New York and Paris Fashion Week

The New York Inventor Exchange approves the Compact Magic, a cosmetic invention, for licensing and trading intellectual property rights

New York, New York - March 17, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated patented product development company, breaks the cosmetic industry with its revolutionary compact cosmetic invention, the Compact Magic. This is an invention that will maximize compact cosmetics. With the use of Compact Magic, women would be able to use every fleck of pressed powder contained in the round, flat containers.

"It is in human nature to always strive for perfection and new ways to express ourselves," says Scott Cooper, CEO and Creative Director of World Patent Marketing, "Innovation combines beauty with convenience and affordability as Compact Magic was a hit at New York Fashion Week."

"Beauty products come and go, but there are those few that have changed the makeup industry as we know it." says Lorraine K. from PA, who came up with the compact cosmetic invention, "This invention is going to help everyone, not just women who use makeup. It can make makeup more affordable in the long run."

"Seriously, some women think that makeup can be a waste, however, with the compact cosmetic invention, Compact Magic, nothing goes to waste," said Christi Pegan, a professional makeup artist from New York, "This device helps men, women, and even professional makeup artists like myself, make use of every last wisp of makeup in the pressed powder makeup container."

According to the latest fashion and makeup trends, the natural look is in for 2015. This means, more powder will be used and less foundation or heavy colors. For a lot of people, this look is not an easy one to pull off. They have to work for it, with healthy skin, and natural makeup colors. The cosmetic makeup industry can be in a great position to take advantage of this trend, at the same time continue to create or influence trends in makeup.

World Patent Marketing believes that Compact Magic, a compact cosmetic invention that maximizes compact cosmetic use, is a step in the right direction. Make up users usually stick to a particular color, blend, and brand, for years and years. The invention can influence them to not

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FTC-18-0836-B-000137

worry about maximizing the use of their cosmetic products and help them save money in the long run.

There would be less wastage when using pressed powder, and this savings can be translated to better opportunities for cosmetics users to buy more products.

About World Patent Marketing

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From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Monday, February 23, 2015 2:15 PM
To: Louis <louis@boltwebsolutions.com>; Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: RE: FW: News from World Patent Marketing

Its been there for three weeks

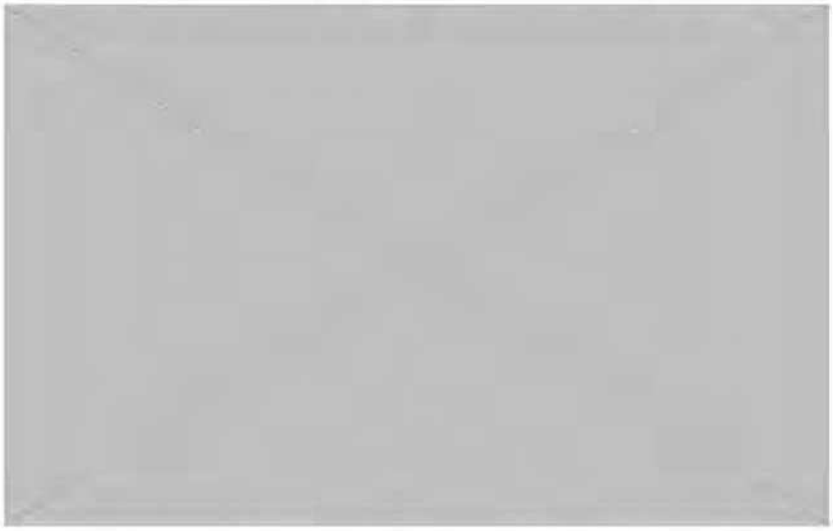
Scott J. Cooper
CEO & Creative Director

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888-926-8174 ext 212
305-503-5458 Fax



From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Monday, February 23, 2015 9:12 AM
To: Scott Cooper
Subject: Re: FW: News from World Patent Marketing

no clue what he is talking about - all activity on the fb has been positive - see a list of recent page engagements.



i will have my guys do some digging and see if they can find any negative social media posts about wpm.

On Mon, Feb 23, 2015 at 9:02 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:
What are people saying on our facebook page?

Scott J. Cooper
CEO & Creative Director

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888-926-8174 ext 212
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From: (b) (6) [mailto(b) (6) @hotmail.com]
Sent: Monday, February 23, 2015 9:02 AM
To: publicity@worldpatentmarketing.com
Subject: RE: News from World Patent Marketing

You people are a Scam fake just to get money from people I saw what a lot Of people was saying on your face book page I'm not interested no more any you better not steal my invention I will call the FBI

Sent via the Samsung GALAXY S® 5, an AT&T 4G LTE smartphone

-------- Original message --------
From: World Patent Marketing <publicity@worldpatentmarketing.com>
Date:02/22/2015 9:45 PM (GMT-05:00)
To: (b) (6) hotmail.com
Cc:
Subject: News from World Patent Marketing

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World Patent Marketing **Press Release**

MAGIC Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing Shows Off Its Latest Inventions

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World Patent Marketing Trade Show Division networks with fashion entrepreneurs

Las Vegas, Nevada - February 22, 2015 - World Patent Marketing sent its company's trade show division to Las Vegas this week in full force to rub elbows with the elite of the fashion industry. MAGIC, the world's largest fashion marketplace, held its annual event where the retail industry convenes to spot and shop the latest trends in men's, women's, juniors' and children's apparel, footwear, and accessories.



"Fashion has to do with ideas," said Nadia Amarillo, Business Development Manager of World Patent Marketing. "It's a new era in fashion. It is a time of innovation and empowerment. Fashion and Invention are the very fabric of life."

World Patent Marketing Trade Show Division Delivers

The semiannual Sourcing at MAGIC show opened a day early on Feb. 16. Nearly 40 countries represented at the gargantuan show showed their expertise in manufacturing everything from athletic wear to zippers. Chinese exhibitors made up more than half of the show. This season, there was a focus on Egypt and its 25 qualifying industrial zones, where apparel made there gets duty-free entry into the United States under a trade preference program. The World Patent Marketing Trade Show Division was right in the thick of things, showing it had what it takes to get premium visibility on the floor for its fashion entrepreneur clients.

World Patent Marketing Trade Show Division Busy at Mandalay Bay

At Project at the Mandalay Bay Convention Center, Christopher Yoo, wholesale director of the Los Angeles-based Andrew Christian fashion underwear brand, said that his booth had 50 appointments. "Every hour was double booked," he said. Mario Pasillas, West Coast sales for 7 Diamonds, said he saw "an upswing in the way people are spending." The 7 Diamonds booth was in the same place it's been for the last three years, Pasillas said. "It's tried and true," he said. "People know where to find us. It's great." The World Patent Marketing Trade Show Division was right in the middle of the action. In all, 83,000 attendees were in Las Vegas for the show. MAGIC officials said Las Vegas is a huge draw for industry people from all around the world. "We all think, 'Let's go to Paris or Florence, and how romantic that is.' Well, they love Las Vegas, and let's face it, who doesn't? There's something for everyone," said Leslie Gallin, MAGIC president of footwear. Gallin said that in addition to the Las Vegas Strip - including the shows, food and nightlife - there is something else convention goers love about Sin City. "A lot of our customers are coming from the East Coast, so they're really happy to get out of Dodge, as they say, in February," Gallin said. Companies such as World Patent Marketing bring their trade show division to hobnob with fashion greats such as Gallin and get to know the industry leaders firsthand.

About World Patent Marketing

World Patent Marketing is the world's fastest growing patent and inventor services company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing is also very well known as an outspoken critic of patent troll scams; World Patent Marketing declares war on patent troll scams as U.S. Congress reconsiders the Anti-Patent Troll Law. World Patent Marketing employs and contracts with over 350 people across four continents.

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Contact Information

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139
(888) 926-8174

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Scott J. Cooper, Managing Director
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Sent: Monday, March 9, 2015 5:47 PM
To: Louis <louis@boltwebsolutions.com>
Cc: Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: RE: News from World Patent Marketing

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done

Scott J. Cooper
CEO & Creative Director

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888-926-8174 ext 212
305-503-5458 Fax



From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Monday, March 09, 2015 12:53 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Fwd: News from World Patent Marketing

Scott -

can you put the emails for Oliver's team on the constant contact lists - so they get a copy of the emails u send out.

oliver@boltwebs.com
kevin@boltwebs.com
courtney@boltwebs.com
social@boltwebs.com

---------- Forwarded message ----------
From: **World Patent Marketing** <publicity@worldpatentmarketing.com>
Date: Sat, Mar 7, 2015 at 8:12 PM
Subject: News from World Patent Marketing
To: tech@worldpatentmarketing.com

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Press Release

Clean Water Bill Moves Forward as World Patent Marketing Floods the Market With A Breakthrough Water Filter Invention

The New York Inventor Exchange approves the Hose Filter, a water filter invention, for licensing and trading intellectual property rights.

New York, New York - March 7, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated patented product development company, has announced the release of the hose filter, a water filter invention which aims to filter impurities out of tap water.

"Over the years, Americans and millions more around the world, have depended on bottled water due to the dangers brought about by drinking contaminated water," said Scott Cooper, CEO & Creative Director of World Patent Marketing, "Our push for innovative products makes the world a safer place to live in, one invention at a time."

According to the Rutland Herald (March 05, 2015), "Vermont's 2015 legislative session is on track to be the year of clean water. Gov. Peter Shumlin opened the session with a State of the State speech that outlined an ambitious yet practical plan to clean up our state's waters, including Lake Champlain. Weeks of clean water testimony from farmers, business owners, state and local officials, scientists and environmental advocates have been delivered to House and Senate committees. Vermonters can be assured that their legislators have been fully engaged in tackling the challenge of reducing pollution and restoring our streams, rivers, lakes and ponds to full health."

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Since that speech, the full General Assembly has gathered twice to learn about and discuss the

importance of clean water and the critical role it plays in our lives and the state's economy. The water filter invention assures the public that they can have their water clean and safe for drinking at any time.

The inventor, Kenji Q from Waipahu, Hawaii says "the water filter invention is a concept whose time has arrived. People from cities and towns across the country have long asked the question about what makes water potable, and yet, studies have shown that there are a lot of carcinogenic and biohazard risks in the water that we drink,"

The developer of the water filter invention notes that his product provides a simple solution which people can easily install. It does not have to be limited to the garden hose; for instance, it can be used for the whole family's water supply.

"Wherever water flows through, this can also be put in place," says Camry, an environmentalist blogger from Iowa. He notes that the water filter invention is not just for playground or park use, but can be utilized to solve water problems all over the world. It can also save Americans millions of dollars each year which they spend on buying expensive, bottled water.

Even with water utilities in developed urban and suburban communities, the age of underground pipes makes the delivery of drinking water unreliable.

About World Patent Marketing

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Sent: Thursday, May 7, 2015 6:23 PM
To: Louis <louis@boltwebsolutions.com>
Cc: Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: RE: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

---

I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:11 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

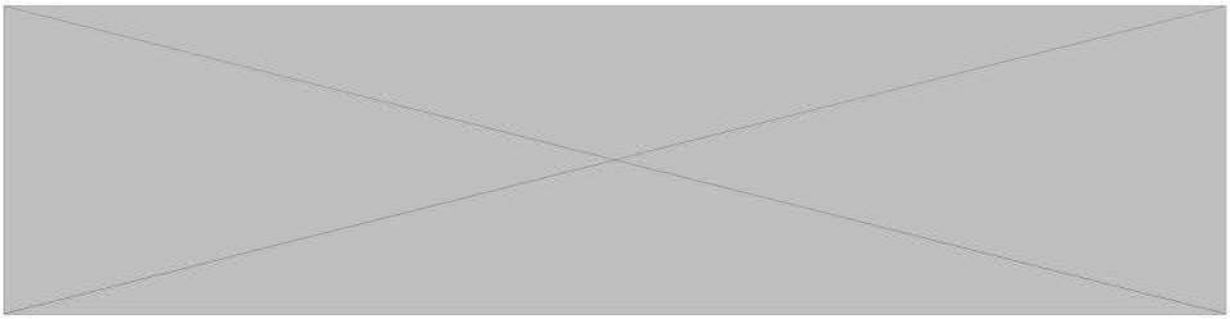
ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspacce cloud server its on now...)

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
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AMERICAN OVERSIGHT

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To: Louis <louis@boltwebsolutions.com>
Cc: Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: RE: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

---

I did

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From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:24 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

yea. skype me

On Thu, May 7, 2015 at 2:22 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:
I have Whitaker here this afternoon – can we talk in the next 30 min

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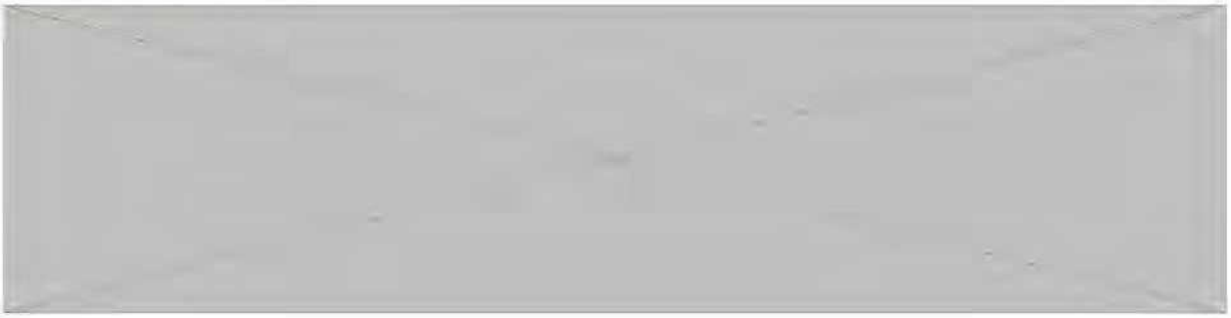
From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:11 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspacce cloud server its on now...)

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CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



AMERICAN OVERSIGHT


TAMVENTURE
MEDIA

From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Tuesday, May 19, 2015 1:34 PM
To: Louis D <louis@boltwebsolutions.com>
Subject: FW: globalresourcebroker.com

B
B
Scott J. Cooper
CEO & Creative Director
B
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(305) 503-3458 Fax
B

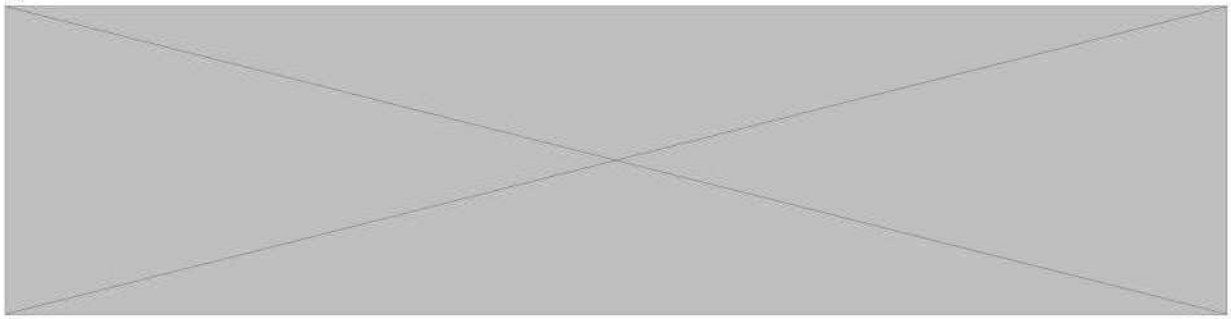


B
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From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Monday, May 18, 2015 9:40 PM
To: 'abuse@ccihosting.com'; 'sales@ccihosting.com'
Cc: Matthew Whitaker; Bernard Egozi
Subject: globalresourcebroker.com
Importance: High

B
Hello
B
I need your help.B
B
A website you are currently hosting called globalresourcebroker.com is engaged in a smear campaign against my company and others in the industry.B The company has no real business operations and uses this site for the sole purpose of disseminating false information about my company and competitors.
B
We have sued this company in Federal Court and they quickly moved their domain out of the country to Panama to avoid being shut down.
B
I have prominent politicians that sit on my board of directors, including Former United States Attorney and United States Senate Candidate Matthew G. Whitaker.B B This is creating an embarrassing situation for them and myself.
B
Global Resource is controlled by two men B named Adam Russell and Mohammed Assaf born in Jordan.B He goes by several fake names in the United States B including George Montana and Rick Blake.
B
I respectfully request that you strongly reconsider supporting this person by hosting his website or other web properties.
B
I am happy to provide you with additional information regarding this individualb□s past.
B
Please do not hesitate to contact me should you require further information.
B
B

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Thank you
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B
Scott J. Cooper
CEO & Creative Director
B
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(888) 926-8174 ext 212
(305) 503-3458 Fax
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From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Monday, May 25, 2015 1:51 AM
To: Louis <louis@boltwebsolutions.com>
Subject:

Can u add to cooper idea foundation site a directors page

Me
Matt Whitaker
Diana caparotta (her pic is on her LinkedIn)

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

AMERICAN OVERSIGHT

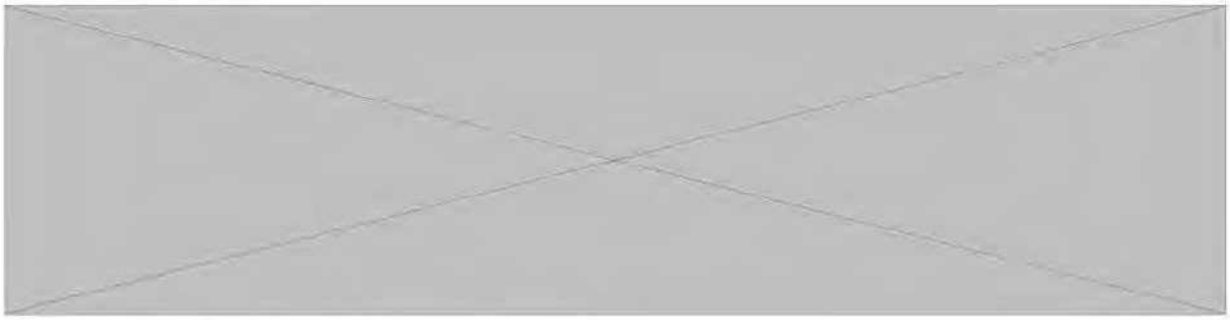
From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Tuesday, February 17, 2015 8:20 PM
To: Louis <louis@boltwebsolutions.com>
Subject: RE: Fwd:

Can u give me a normal fucking blog email

Graphic is fine

Scott J. Cooper
Managing Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax



From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Tuesday, February 17, 2015 3:18 PM
To: Scott Cooper
Subject: Re: Fwd:

What is the email going to look like now

simple, logo, title, summary and link to blog post

Also – why did u put all the whitaker shit in there

they were just trying to get images to work - so they dumped that in for testing. that wordpress extension has already been deactivated - so that wont go out any more.

Also – the graphic on top of the blog should say submit your idea – we don't want them to clikc there is they already submitted an idea

how about this one? it says "protect your idea now"

On Tue, Feb 17, 2015 at 2:58 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

What is the email going to look like now

Also – why did u put all the whitaker shit in there

Also – the graphic on top of the blog should say submit your idea – we don't want them to clikc there is they already submitted an idea

AMERICAN OVERSIGHT

From: Louis [mailto:louis@boltwebsolutions.com]

Sent: Tuesday, February 17, 2015 2:28 PM
To: scott cooper
Subject: Fwd:

we will build this without the "salary cost per team" for now

---------- Forwarded message ----------
From: **Scott Cooper** <scott@worldpatentmarketing.com>
Date: Sun, Feb 15, 2015 at 10:35 AM
Subject:
To: Diana Caparotta <diana@worldpatentmarketing.com>, Louis Dershowitz <louis@boltwebs.com>

In going to need for u to evaluate the sales managers performance - I
am going to show you where to look at reports

Now that you have more free time because of payroll being automated
you will be able to perform some of these tasks

Need to have a formula to track expenses per team and manager efficiency

Need to look at average revenue per transaction, percentage of closed
transactions, number of agents, salary cost per team, lead cost for
each team

Louis - any way you can help here?

Sent from my iPhone

AMERICAN OVERSIGHT

From: scott cooper <scooper@ivorypartners.net>
Sent: Friday, November 21, 2014 9:51 AM
To: Louis <louis@boltwebsolutions.com>
Subject: Let's build a Wikipedia page and use Whitaker to make it credible

---

Sent from my iPhone

AMERICAN OVERSIGHT

Wordpatentmarketing.com	**5**	**30**
Wordpatentmarketing.com	5	**30**
Trustpilot WPM	5	**30**
in the news WPM Election 200 Jobs	5	**30**
Facebook WPM	5	**30**
IP Watchdog (Avoiding Invention Promotion Scams)	-10	**-50**
National Inventor Fraud Center	-10	**-50**
Yahoo Finance Trustpilot Five Stars (News Release)	5	**25**
Indeed.com WPM	5	**25**
Youtube.com WPM	5	**25**
About.com - Recommended Service Providers	5	**20**
Glassdoor WPM	5	**20**
Glassdoor WPM	5	**20**
WPM Election Day 200 Jobs 13abc.com (news release)	5	**20**
Customer Lobby WPM	5	**20**
globalpatenstrategyexchange.com	3	**9**
Inventnet Marketing Scams	-10	**-30**
world patent report	3	**9**
Harvard MIT Researchers extend relationship wspa.com (news releas	5	**15**
Patent Movers Review	-10	**-30**
Worldwide Patent Authority WPM joins AME bizjournals.com (news r	5	**10**
manta.com WPM	5	**10**
Google Books	3	**6**
globalresourcebroker wpm review	-20	**-40**
Ripoff Report - World Marketing (Competitor) Complaint Review	-10	**-20**
Wikipedia (Patent Definition)	3	**3**
google books	3	**3**
Google Books	3	**3**
whitaker Joins WPM kten.com (news release)		**0**
InventionIdeas.org WPM Request Free Invention Kit	5	**5**

DATE	**SCORE**
11/7/2014	**178**

AMERICAN OVERSIGHT

worldpatentmarketing.com	**5**	**30**
Trustpilot WPM	5	**30**
in the news	5	**30**
Facebook WPM	5	**30**
webutation.com WPM	5	**30**
Yahoo Finance Trustpilot Five Stars (News Release)	5	**25**
dandb WPM	5	**25**
manta wpm	5	**25**
kusi.com WPM Election Day 200 Jobs (news release)	5	**25**
Reseller WPM	5	**25**
prnewswire WPM Election day 200 jobs (news release)	5	**20**
glassdoor wpm	5	**20**
trustpilot UK WPM	5	**20**
youtube.com WPM	5	**20**
twitter WPM	5	**20**
Customer Lobby WPM	5	**15**
worlpatentmarketing.net (blog)	5	**15**
Indeed.com WPM	5	**15**
marketwatch.com WPM Coffee Day (news release)	5	**15**
BBB WPM	5	**15**
WPM Iphone 6 Launch cbs8.com (news release)	5	**10**
WPM Donates to Harvard bizjournals.com (news release)	5	**10**
Shopper Approved WPM	5	**10**
Harvard and MIT Researchers abc6.com (news release)	5	**10**
WPM supports inventors cnbc.com (news release)	5	**10**
Vimeo WPM	5	**5**
Vimeo WPM	5	**5**
WPM Celebrates National Coffee Day marketwatch.com (news relea	5	**5**
WPM Donates to UNICEF nbc12.com (news release)	5	**5**
WPM Iphone 6 Launch kpho.com (news release)	5	**5**

DATE	**SCORE**
11/7/2014	**525**

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Trustpilot WPM	5	**30**
IP Watchdog (Avoiding Invention Promotion Scams)	-10	**-60**
Yahoo Answers WPM Scam - w/ Scott's response	-20	**-120**
Yahoo Finance Trustpilot Five Stars (News Release)	5	**30**
worldpatentmarketing.com	5	**30**
Facebook.com WPM	5	**25**
Glassdoor WPM	5	**25**
youtube.com WPM	5	**25**
Inventnet Marketing Scams	-10	**-50**
National Inventor Fraud Center Inc	-10	**-50**
Ripoff Report - World Patent Marketing Complaint Review (Sept)	-20	**-80**
Ripoff Report - Pacific World Marketing Complaint Review (Sept)	-10	**-40**
About.com - Recommended Service Providers	5	**20**
Global Resource Broker	-20	**-80**
Complaint Board WPM	-20	**-80**
indeed.com WPM	5	**15**
indeed.com WPM	5	**15**
BBB WPM	5	**15**
BBB WPM	5	**15**
Customer Lobby WPM	5	**15**
Patent Mover's Review	-10	**-20**
uspto.gov Published Complaints	-10	**-20**
Trustpilot UK WPM	5	**10**
Brown and Michaels Invention Marketing Companies: Are they for real?	-10	**-20**
WPM Election Day 200 jobs	5	**10**
WPM 5 star recepient valleynews.com (news release)	5	**5**
Shopper Approved WPM	5	**5**
WPM Honors Sept 11 wdrb.com (news release)		**0**
Consumer Affairs Davison.com Review (Competitor)	-10	**-10**
Apple Patent Wars	3	**3**

DATE	**SCORE**
11/7/2014	**-337**

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Yahoo Answers WPM Scam	**-20**	**-120**
IPWatchdog	-10	**-60**
Trustpilot WPM	5	**30**
Inventnet - Invention Marketing Scams	-10	**-60**
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	**-60**
About.com - Recommended Service Providers	5	**25**
youtube.com WPM	5	**25**
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	**-50**
Ripoff Report - World Marketing Complaint Review (Competitor)	-10	**-50**
uspto.gov At scam warning signs - United States Patent	-10	**-50**
ScamOrg.com WPM Review	-20	**-80**
glassdoor WPM	5	**20**
Brown and Michaels Invention Marketing Companies: Are they for real?	-10	**-40**
NATIONAL INVENTOR FRAUD CENTER, INC	-10	**-40**
WPM Donates to UNICEF prnews.com (news release)	5	**20**
kusi.com Whitaker joins WPM	5	**15**
worldpatentmarketing.com	5	**15**
Whitaker joins WPM kuam.com (news release)	5	**15**
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	**-60**
Wikipedia (Scams in Intellectual Property)	-10	**-30**
www.nbcnews.com - Would-be inventors lose money in scams - NBC News	-10	**-20**
Whitaker joins WPM 14news.com (news release)	5	**10**
Patent Movers Review	-10	**-20**
Whitaker Joins WPM knoe.com (news release)	5	**10**
Complaint Board - WPM	-20	**-40**
Berenato & White - Scam Prevention	-10	**-10**
Whitaker joins WPM wbtw.com (news release)	5	**5**
Whitaker joins WPM heraldonline.com (news release)	5	**5**
globalresourcebroker wpm review	-20	**-20**
pacificworldmarketing (competitor)	3	**3**

DATE	**SCORE**
11/7/2014	**-612**

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Yahoo Answers WPM	**-20**	**-120**
IPWatchdog - Avoiding Invention Promotion Scams	-10	**-60**
National Inventor Fraud Center - Good Guys	-10	**-60**
InventNET Invention Marketing Scams	-10	**-60**
worldpatentmarketing.com	5	**30**
Trustpilot WPM	5	**25**
Facebook WPM	5	**25**
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	**-50**
youtube.com	5	**25**
Complaint Board WPM	-20	**-100**
WPM supports Inventors cnbc.com (news release)	5	**20**
ripoff Report | pacific world marketing (Competitor)	-10	**-40**
ripoff Report | world marketing (Competitor)	-10	**-40**
Brown and Michaels Scam Prevention	-10	**-40**
kusi.com Whitaker Joins WPM (news release)	5	**20**
prnews.com Whitaker Joins WPM (news release)	5	**15**
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	**-30**
globalresourcebroker wpm review	-20	**-60**
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	**-60**
BBB WPM	5	**15**
wikipedia Scams in Intellectual Property	-10	**-20**
scamorg.com WPM Review	-20	**-40**
kuam.com Whitaker Joins WPM (news release)	5	**10**
Republican candidate Joins WPM Advisory board bizjournals.com (news relea	5	**10**
Patent Movers Review (Competitor)	-10	**-20**
Whitaker Joins WPM fox8live.com (news release)	5	**5**
How to Avoid Patent, Marketing & Invention Company ... www.amazon.com - Self Help	-10	**-10**
uspto.gov Published Complaints	-10	**-10**
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	**-10**
Pacific World Marketing Homepage (Competitor)	3	**3**

DATE	**SCORE**
11/7/2014	**-627**

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Trustpilot WPM	**5**	**30**
IP Watchdog (Avoiding Invention Promotion Scams)	-10	**-60**
Yahoo Answers WPM Scam	-20	**-120**
Yahoo Finance Trustpilot Five Stars (News Release)	5	**30**
Glassdoor WPM	5	**30**
Facebook.com WPM	5	**25**
Ripoff Report - World Patent Marketing Complaint Review	-20	**-100**
worldpatentmarketing.com	5	**25**
National Inventor Fraud Center - Good Guys	-10	**-50**
About.com - Recommended Service Providers	5	**25**
Inventnet Marketing Scams	-10	**-40**
BBB WPM	5	**20**
Complaint Board WPM	-20	**-80**
youtube.com WPM	5	**20**
Brown & Michaels - Invention Marketing Companies	5	**20**
globalresourcebroker wpm review	-20	**-60**
Customer Lobby WPM	5	**15**
Patent Movers Review	-10	**-30**
uspto.gov - Published Complaints	-10	**-30**
trustpilot UK WPM	5	**15**
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	**-20**
Shopper Approved WPM	5	**10**
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	**-40**
Pacific World Marketing Homepage (Competitor)	3	**6**
Edison Nation	-10	**-20**
Harvard and MIT Researchers newschannel10.com (news release)	5	**5**
kusi.com Whitaker joins WPM (news release)	5	**5**
prnewswire.com Whitaker Joins WPM	5	**5**
prlog.com Whitaker Joins WPM	5	**5**
berenato and white	-10	**-10**

DATE	**SCORE**
11/7/2014	**-369**

AMERICAN OVERSIGHT

IPWatchdog - Avoiding Invention Promotion Scams	-10	**-60**
Trustpilot WPM	5	**30**
National Inventor Fraud Center - Good Guys	-10	**-60**
yahoo answers WPM	-20	**-120**
worldpatentmarketing.com	5	**30**
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	**-50**
Ripoff Report - Directory of Complaints	-10	**-50**
youtube.com	5	**25**
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	**-50**
in the news	5	**25**
kusi.com WPM Election Day 200 jobs	5	**20**
WPM Supports Inventors wfsb.com (news release)	5	**20**
Inventnet Marketing Scams	-10	**-40**
Wikipedia - Scams in intellectual property	-10	**-40**
facebook.com WPM	5	**20**
Brown & Michaels - Invention Marketing Companies: Are they for real?	-10	**-30**
globalresourcebroker wpm review	-20	**-60**
whitaker joins wpm wkrg.com (news release)	5	**15**
prnewswire.com WPM Las Vegas (news release)	5	**15**
Patent Movers Review	-10	**-30**
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	**-20**
Berenato & White - Scam Prevention	-10	**-20**
Scamorg.com WPM Review	-20	**-40**
Whitaker Joins WPM kten.com (news release)	5	**10**
uspto.gov Published Complaints	-10	**-20**
whitaker joins wpm marketwatch.com (news release)	5	**5**
article.wpn WPM supports inventors (news release)	5	**5**
dxdstaffing WPM supports investors by fighting trolls(News Release)	5	**5**
bizjournals.com Former Republican joins Marekting Advisory Board (news rel	5	**5**
whitaker joins wpm kuam.com	5	**5**

DATE	**SCORE**
11/7/2014	**-455**

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General Patent Corporation: Elliot Rais	3	**18**	
in the news	5	**30**	
kusi news - WPM Election Day 200 Jobs (news release)	5	**30**	
Facebook WPM	5	**30**	
Lambert & Lambert	3	**18**	
Brown & Michaels - Invention Marketing Companies	-10	**-50**	
WPM Election Day kpho.com (news release)	5	**25**	
WPM Election Day 200 Jobs - the street.com (news release)	5	**25**	
WPM Election Day 200 Jobs - fox19.com (news release)	5	**25**	please chec
Leadership - WebDAM	3	**15**	please chec
Affinova	3	**12**	
Princeton WWW Patent Rankings, Intellectual Property Industry Reputation	3	**12**	
Salesforce.com	3	**12**	
genericpartners.com.au/index.php/research-and-development	3	**12**	
Internet marketing lifecycle, a proven success system by WSI www.wsicorporate.com/internet-marketing-lifecycle.aspx	3	**12**	
PATENTPROTECT - HOME	3	**9**	
on24 Virtual events	3	**9**	
indeed.com	5	**15**	
Idea Connection	4	**12**	
Featured Success Stories www.nwboc.org/Featured	4	**12**	
	3	**6**	
Lambert & Lambert	3	**6**	
Invention Success Rates | Odds of Inventor Success	3	**6**	
Patent Assistance Worldwide - Complaint Board	-10	**-20**	
"Mom-preneurs": From Stay At Home to Success! – World ... WPM (blog)	5	**10**	
Docie Invention & Patent Marketing	4	**4**	
Patent It Yourself - Barnes & Noble	3	**3**	
Google Site Search, TV Patents and Facebook Media ... www.fresheggdigital.com.au › Blog	3	**3**	
hbhblog - New York Times Highlights Patent Success Stories	4	**4**	
http://discoverrealresults.wordpress.com/ Marketing Success From Home Success Stories from Relationship Marketing Industry's Top Company MenuSkip to content	3	**3**	

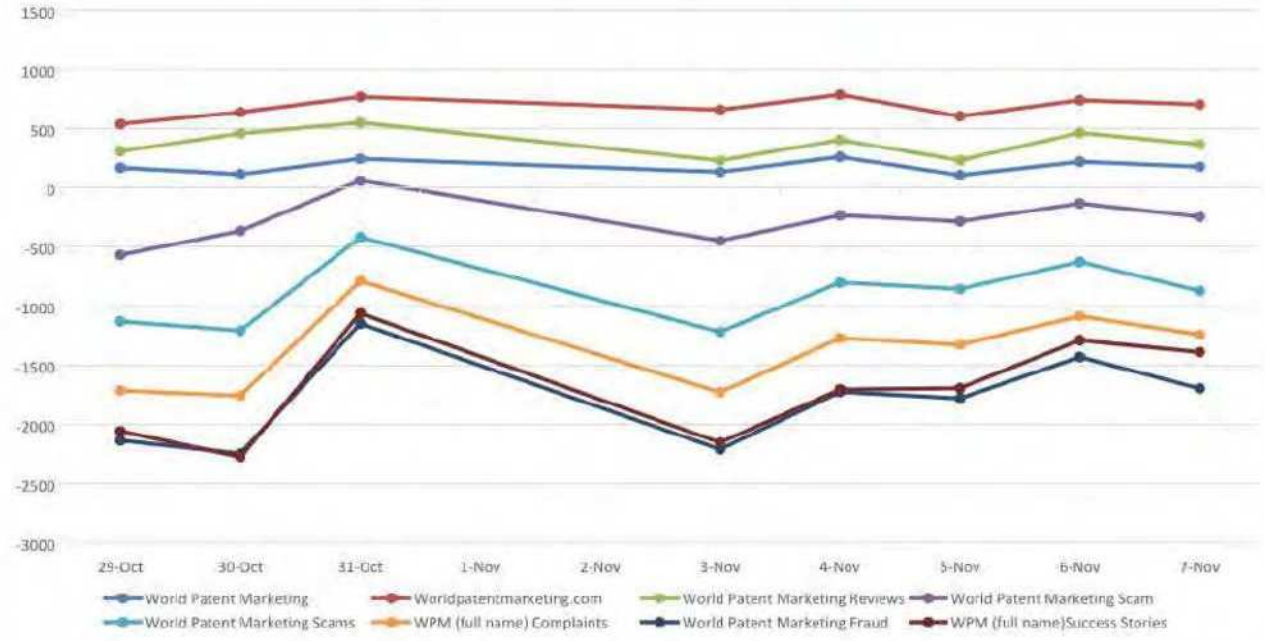
DATE	**SCORE**
11/7/2014	**308**

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k if rate is appropriate
k if rate is appropriate

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	29-Oct	30-Oct	31-Oct	3-Nov	4-Nov	5-Nov	6-Nov	7-Nov	
World Patent Marketing	169	115	244	134	260	106	220	178	-
Worldpatentmarketing.com	369	523	523	525	525	498	519	525	+
World Patent Marketing Reviews	-230	-179	-218	-430	-382	-372	-275	-337	-
World Patent Marketing Scam	-876	-824	-489	-677	-637	-517	-597	-612	-
World Patent Marketing Scams	-562	-844	-479	-772	-568	-572	-494	-627	-
WPM (full name) Complaints	-585	-548	-370	-509	-469	-469	-459	-369	+
World Patent Marketing Fraud	-421	-489	-360	-482	-454	-454	-345	-455	-
WPM (full name)Success Stories	78	-29	87	57	20	86	142	308	+



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world patent marketing

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Manage subscriptions

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by World Patent Marketing
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by World Patent Marketing
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Invention Review by Former US Attorney Matthew G. Whitaker
by World Patent Marketing
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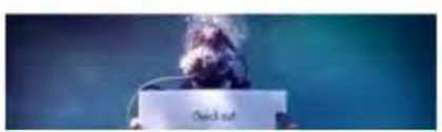
Patent Services
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ABOUT

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.



SUBMIT IDEA

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NEWS

A leader in the patent and invention services industry, World Patent Marketing is proud of the accolades they have received for all their hard work.

The team at World Patent Marketing is renowned for their knowledge, experience and expertise in the field of patents and invention services. There is a lot of buzz in the industry about the great work being done by the professionals at World Patent Marketing.

Check out some of the great press their team has received for their top-notch work. Take a look at some articles discussing the effective services and quality provided the knowledgeable and experienced team at World Patent Marketing.

BELOW IS A LIST OF OUR COMPANY PRESS RELEASES

Feb. 23, 2015 - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

Feb. 21, 2015 - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

Feb. 19, 2015 - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

Feb. 14, 2015 - Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

VIEW MORE PRESS RELEASES

LATEST BLOG ENTRIES



Why Most Product Ideas and Inventions Fail

Here are a few reasons why most product ideas and inventions rarely see the light of day.

by Scott Cooper - Feb 1, 2015 0 145



Join Us In Celebrating Irish Inventions on St. Patrick's Day

Here are some of the most-loved Irish inventions that have changed the world....

by Scott Cooper - Feb 1, 2015 0 145

SELECTED REVIEWS

★★★★★

Need help marketing thy...

To share, While at the same time I am getting thy needs looked into also...

Mike Newman, Mount Airy

★★★★★

Amazing Service.

I submitted my idea and immediately got a phone call from, Jonathan ...

Victor Gomez, Brooklyn, NY

★★★★★

Amazing Service.

Parker has been a great encourager. And vey one I have talked to has ...

Amber A, New York, NY

VIEW MORE

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CONFIDENTIAL INVENTION DISCLOSURE FORM

CONTACT INFORMATION

First Name

Last Mane

Email

Phone

Step 1: Confidential Invention Disclosure Agreement

The information you provide will be kept 100% confidential according to the agreement below:

To the best of my knowledge, I do hereby declare and assert that I am the original inventor of the idea described herein. I hereby authorize World Patent Marketing™ to provide me with their free initial product review with no purchase required. I understand submitting my concept is not a release and that this information cannot be used, disclosed, or sold without my expressed written permission. Further, I understand World Patent Marketing™ cannot be held responsible for the return of voluntarily submitted materials (i.e.: photos, drawings, prototypes) including this Confidential Product Outline. All World Patent Marketing employees are required to sign a confidentiality agreement for your protection.

Confirm your agreement by checking the box below.*

☐ By submitting my invention, I agree to the terms of the Confidential Invention Disclosure Agreement above.

NEXT

Step 2: Invention Information

File Number

First Name

Last Name

Email

Phone

Address

City

State

Zip Code

Invention Name:

Please complete the following questionnaire to the best of your ability:

When did you first think of your idea?

Do you have a prototype of your product? ☐ Yes ☐ No

What category is your product in (i.e. household, hardware, sporting goods, lawn and garden, etc):

What is the function/purpose of your product and what need/problem does it address?

What materials would your product be made from?

Who else is aware of your product?

How much would your product sell for?

What stores would your product sell in?

Have you worked with any other marketing or licensing companies prior to contacting World Patent Marketing™. If yes, please provide details.

☐ Check here if your ideas has been patented.

How is your invention different from other similar ideas?

Comment

SUBMIT

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LICENSING DEALS

SANTA GIVES WORLD



Santa Gives World Patent Marketing Inventor Steven Harris a Licensing Deal for Christmas

World Patent Marketing and InventVillage.com team up to bring Teddy's Ballie Bumper to the marketplace.

Tweet Like +1 Share Pin it EMAIL

Miami Beach, Florida (PRWEB)
December 24, 2014

World Patent Marketing, the world's fastest growing Patent and Inventor Services Company, is pleased to announce that Inventor Steven Harris of Palm Springs, California has obtained a exclusive licensing deal for Teddy's Ballie Bumper with SECS, Inc. of Mount Vernon, NY.

"I am very happy for Steve Harris," said Scott Cooper, Managing Director of World Patent Marketin g, "I have never seen an exclusive licensing deal inked so quickly. I expect all the big box stores will compete to put this product on their shelves."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

SECS, Inc,, founded in 1963, is a recognized quality manufacturer of a wide variety of precision machined components and assemblies, including electro-mechanical assemblies. Its worldwide customer list includes major aerospace, industrial control, defense, instrumentation, security and medical device manufacturers. SECS diverse product line includes gears, gear heads, gear boxes, bearings, sprockets, belts, couplings, hardware and more.

World Patent Marketing is the world's fastest growing Patent and Inventor Services Organization. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

SUPREME DIVA JEANS

Licensing Deal - Jeans Patent Makes Your Butt Look Great in Jeans - World Patent Marketing China Announces Another April Manufacturing Deal for Supreme Diva Jeans

The New York Inventor Exchange approves the Supreme Diva Jeans for licensing and trading intellectual property rights.

Tweet Like +1 Share Pin it EMAIL

Hong Kong, China (PRWEB)
April 24, 2015

HOT TUB SWIVEL SEAT



Licensing Deal! ----- World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor

Licensing Alert: World Patent Marketing Takes The Risk and Licenses Hot Tub Swivel Seat from Indiana Inventor

Tweet Like +1 Share Pin it EMAIL

Shanghai, China (PRWEB)
March 27, 2015

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SELECTED CLIENT REVIEWS

As a the leader in the patent and inventor services industry, World Patent Marketing works hard to provide the utmost levels of quality and services to its clients.

Their knowledge, skills and expertise help to ease the confusing and complicated process of patenting a new product and getting it on the shelves. The process of taking a product from idea to reality can be tricky.

World Patent Marketing is a leader in the field and can take the guesswork out of creating and marketing your idea for a new product.

Countless inventors have trusted the experts at World Patent Marketing with their ideas and they
are singing their praises. See what they have to say about the level of service and quality delivered by the World Patent Marketing team.

Here are some raving testimonials for the top-notch services provided by their team.

★★★★★ Google

I came to World Patent Marketing with my product after being hosed by another company. Jay Ward contacted me and has restored my faith that there are companies out there that will help you get your product out there. i am very impresses so far, and i am also looking forward to working with him and World Patent Marketing.

Tracy Harvill

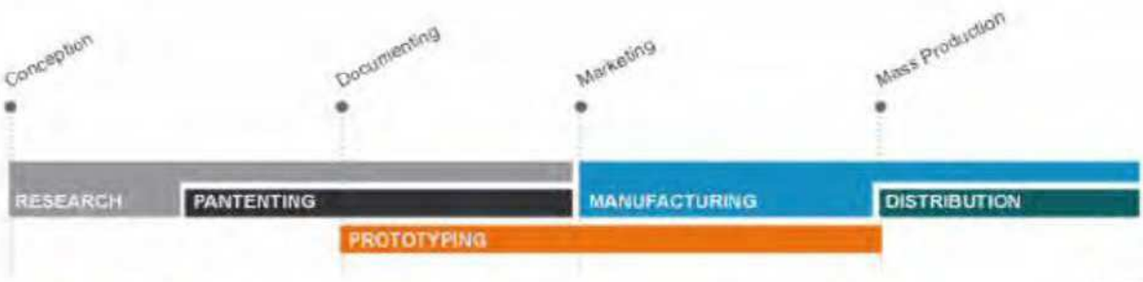
VIEW MORE REVIEWS

TESTIMONIALS



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SERVICES



RESEARCH

World Patent Marketing is your partner in bringing your invention to life. We know what it takes to make your idea successful and will work with you at each step to make sure that your idea is airtight.

At the Research Phase, we will work with you to:

• **Complete an initial patent and "prior art" search.** First, we will make sure that someone didn't think of this idea before you.

• **Research your market.** Before you invest too much time and money into patenting your invention we will complete a sound preliminary analysis of your target market.

• **Understand operational costs.** Once you know there's a market, make sure your product can be manufactured and distributed at a low enough cost so that your retail price is reasonable. Because World Patent Marketing has facilitated the entire invention process, you will receive the most accurate overview cost to bring your product to market so that you can make the best decision on how to move forward. We will also help you size up your competition.

1. Global Patent Search
2. Commercial Viability Study of Utility and other Patents
3. Product Branding
4. 3D Virtual Model
5. Preliminary Patent Drawings
6. Market Demographics and Psychographics

PATENTING

MARKETING

PROTOTYPING

MANUFACTURING

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INVENTOR TRADE SHOWS

World Patent Marketing maintains a strategic presence at the world's most prestigious trade shows.

VIEW BY MONTH

2015 TRADE SHOW SCHEDULE

Consumer Electronic Show - Las Vegas 2015 - Las Vegas Convention Center

The International Consumer Electronics Show (CES) is a major technology-related Trade Show held each January in the Las Vegas Convention Center, Las Vegas, Nevada. Not open to the public, the Consumer Electronics Association-sponsored show typically hosts previews of products and new product announcements.

North American Music Merchants - Anaheim 2015 - Anaheim Convention Center

The NAMM Show is one of the largest music product trade shows in the world, founded in 1901. It is held every January in Anaheim, California, USA, at the Anaheim Convention Center.

Surfaces - Las Vegas 2015 - Mandalay Bay Convention Center

SURFACES and StonExpo/Marmomacc Americas will co-launch with the all new Tile Expo, creating the ultimate event essential to flooring, stone and tile professionals.SURFACES is the one event where you can learn and network with the best and brightest in the floor covering and surfacing industry.

Distributech - San Diego 2015 - San Diego Convention Center

Distributech is the utility industry's leading smart grid conference and exposition, covering automation and control systems, energy efficiency, demand response, renewable energy integration, advanced metering, T&D system operation and reliability, power delivery equipment and water utility technology held each January. Not open to the public.

Shot Show - Las Vegas 2015 - Sands Expo Center and Venetian Congress

The SHOT Show is an annual tradeshow for the shooting, hunting, and firearms industry.

Air Conditioning, Heating, & Refrigeration Expo - Chicago 2015 - Mc Cormick Place - Chicago

The Air Conditioning, Heating and Refrigeration Institute (AHRI)is a North American trade association of manufacturers of air conditioning, heating, and commercial refrigeration equipment

Outdoor Retailer - Winter Market - Salt Lake City 2015 - Salt Palace

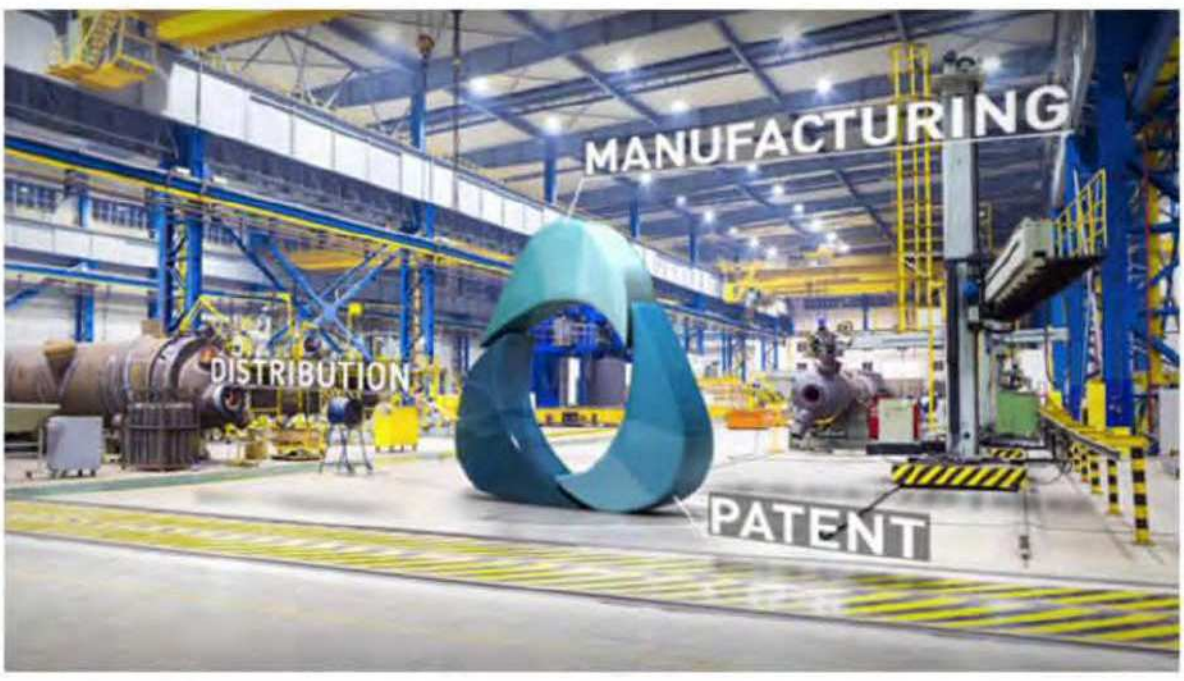
This popular outdoor gear Trade Show is held twice a year so leading outdoor industry manufacturers can introduce winter and summer outdoor products. Attracting thousands of buyers in Salt Lake City, Utah

International Production and Processing Expo - Atlanta 2015 - Georgia World Congress

The U.S. Poultry & Egg Association is an American industry trade group located Georgia that "represents its poultry and egg members through research, education, communications and promotion.

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WE'VE EARNED YOUR TRUST!



COMPANY INTRODUCTION

We are a vertically integrated manufacturer and distributor of patented products. Our company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. We evaluate the commercial potential of patents throughout the United States and the rest of the world, and we would love the opportunity to talk with you about your idea and the potential for patenting, licensing, distributing and marketing the product.

REQUEST FREE INFO

SUBMIT IDEA

UPDATES



Licensing Deal!

World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor

by Scott Cooper - Feb 1, 2015 0 145

NEWS

Feb 23, 2015

Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors

Feb 22, 2015

MAGIC Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing Shows Off Its Latest Inventions

Feb 21, 2015

World Patent Marketing Declares War On Patent Troll Scams As US Congress Reconsiders Anti-Patent Troll Law

VIEW MORE

OUR VIDEOS



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From: Louis <louis@boltwebsolutions.com>
Sent: Thursday, May 7, 2015 6:24 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: Oliver Cheatham <oliver@boltwebsolutions.com>
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

---

yea. skype me

On Thu, May 7, 2015 at 2:22 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper

CEO & Creative Director

(305) 330-9199 Direct

(888) 926-8174 ext 212

(305) 503-3458 Fax



From: Louis [mailto:louis@boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:11 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspacce cloud server its on now...)

AMERICAN OVERSIGHT

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

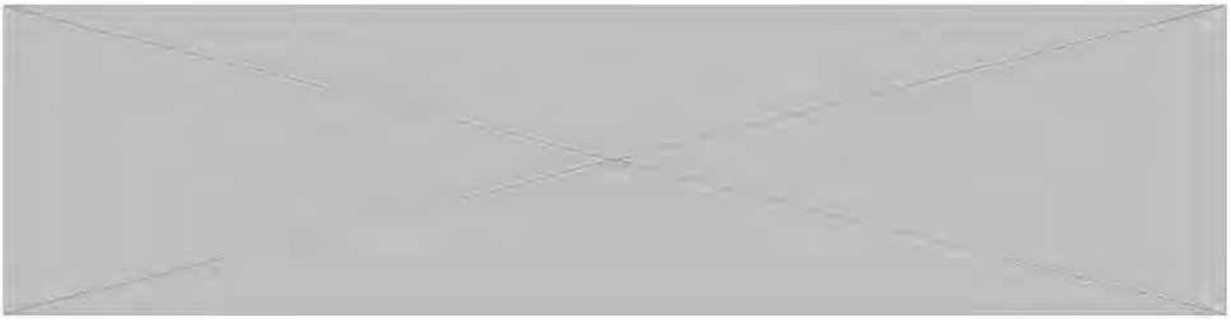
Scott J. Cooper

CEO & Creative Director

(305) 330-9199 Direct

(888) 926-8174 ext 212

(305) 503-3458 Fax



AMERICAN OVERSIGHT

From: Louis D <louis@boltwebsolutions.com>
Sent: Wednesday, February 11, 2015 5:05 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: Louis D <louis@boltwebs.com>
Subject: Re: News from World Patent Marketing

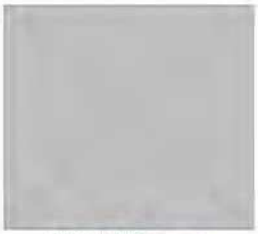
On Wed, Feb 11, 2015 at 11:46 AM, World Patent Marketing <scott@worldpatentmarketing.com> wrote:



World Patent Marketing **Press Release**

World Patent Marketing Expands Its International Footprint As China Surpasses the United States To Become Largest World Economy

World Patent Marketing expands its China presence and announces plans to open offices in Hong Kong and Shanghai.



World Patent Marketing Makes A Big Move As China Surpasses the United States

New York, New York - February 6, 2015 - World Patent Marketing, the world's fastest growing patent, idea protection and inventor services organization, announced plans earlier this week to include three China Patents as part of its core product portfolio. As reported by China Law and Practice, "China's State Intellectual Property Office released its draft patent administrative enforcement rules for public comment on January 27. The draft places in greater emphasis on the quality and professionalism of local Intellectual Property officals, tackles procedural issues and provides greater guidelines for online infringement."

"China has become the largest economy in the world." says Scott Cooper, Managing Director of World Patent Marketing, "The US is still the richest, but we can not ignore the global power tilt and I am encouraging all of our inventors and manufacturers to take a very careful look at the opportunity loss by not seeking patent protection and licensing in China."

"I am pleased to announce that once again World Patent Marketing is on the cutting edge of the worldwide patent protection industry." says Jay J. Ward, Director of Strategic Planning, "We are now offering to our more discerning clientele access to three types of China patents. This is not for everybody but for those who are forward thinking, the potential licensing opportunities in China could be limitless."

AMERICAN OVERSIGHT

China doesn't seem to want the crown according to China Daily. "The [National Bureau of Statistics]

does not countenance these claims by some scholars and media organizations [that China has overtaken the US as the world's largest economy]," said Ma Jiantang, head of China's National Bureau of Statistics (NBS) said in a press conference. Why is China being so defensive? Being the "biggest" comes with expectations. And especially dangerous for China's leaders are those from its own people.

About World Patent Marketing

World Patent Marketing is the world's fastest growing Patent and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

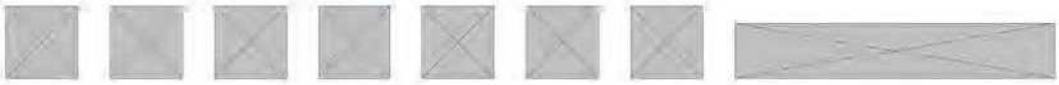
World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google,Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

Contact Information

World Patent Marketing

World Patent Marketing Scott J. Cooper, Managing Director and Principal Shareholder	**World Patent Marketing Advisory Board** Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

STAY CONNECTED



Subscribe to our YouTube Channel!

The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015

AMERICAN OVERSIGHT



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World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

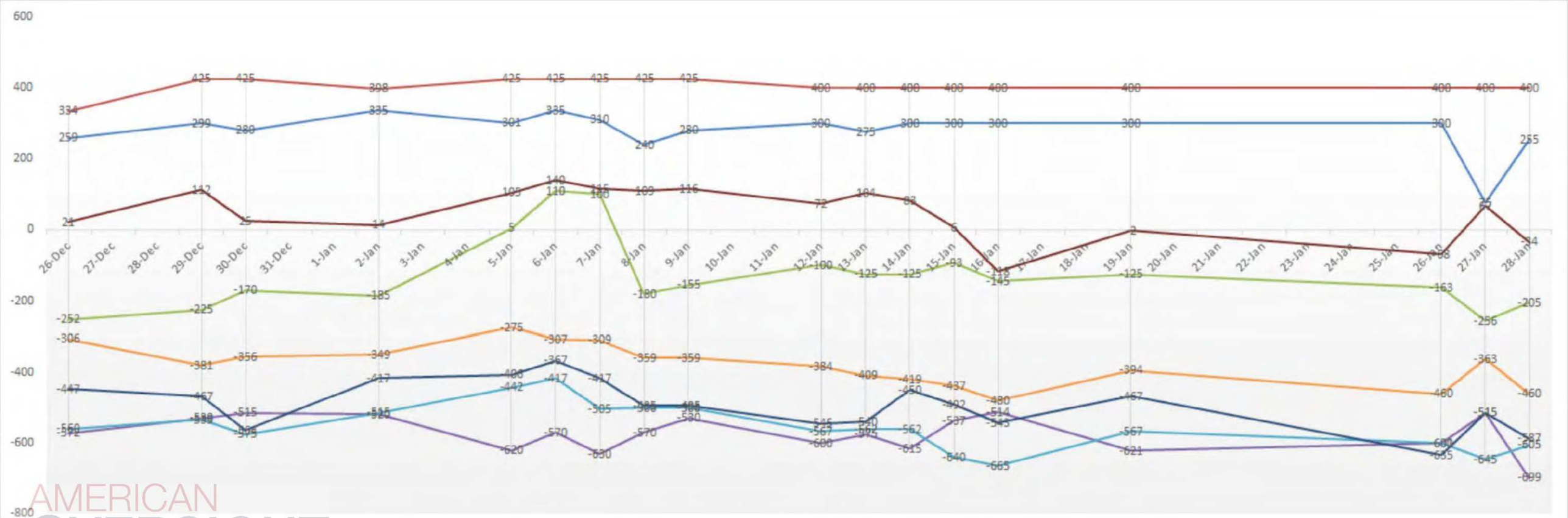
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	26-Dec	29-Dec	30-Dec	2-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	19-Jan	26-Jan	27-Jan	28-Jan	
World Patent Marketing	259	299	280	335	301	335	310	240	280	300	275	300	300	300	300	300	75	255	+
Worldpatentmarketing.com	334	425	425	398	425	425	425	425	425	400	400	400	400	400	400	400	400	400	=
World Patent Marketing Reviews	-252	-225	-170	-185	5	110	100	-180	-155	-100	-125	-125	-93	-145	-125	-163	-256	-205	+
World Patent Marketing Scam	-572	-530	-515	-520	-620	-570	-630	-570	-530	-600	-575	-615	-537	-514	-621	-601	-515	-699	-
World Patent Marketing Scams	-560	-535	-575	-515	-442	-417	-505	-500	-500	-567	-562	-562	-640	-665	-567	-600	-645	-605	+
VPM (full name) Complaints	-306	-381	-356	-349	-275	-307	-309	-359	-359	-384	-409	-419	-437	-480	-394	-460	-363	-460	-
World Patent Marketing Fraud	-447	-467	-564	-417	-406	-367	-417	-495	-495	-545	-540	-450	-492	-543	-467	-635	-515	-587	-
VPM (full name)Success Stories	21	112	25	14	105	140	115	109	116	72	104	83	6	-118	-2	-68	67	-34	-

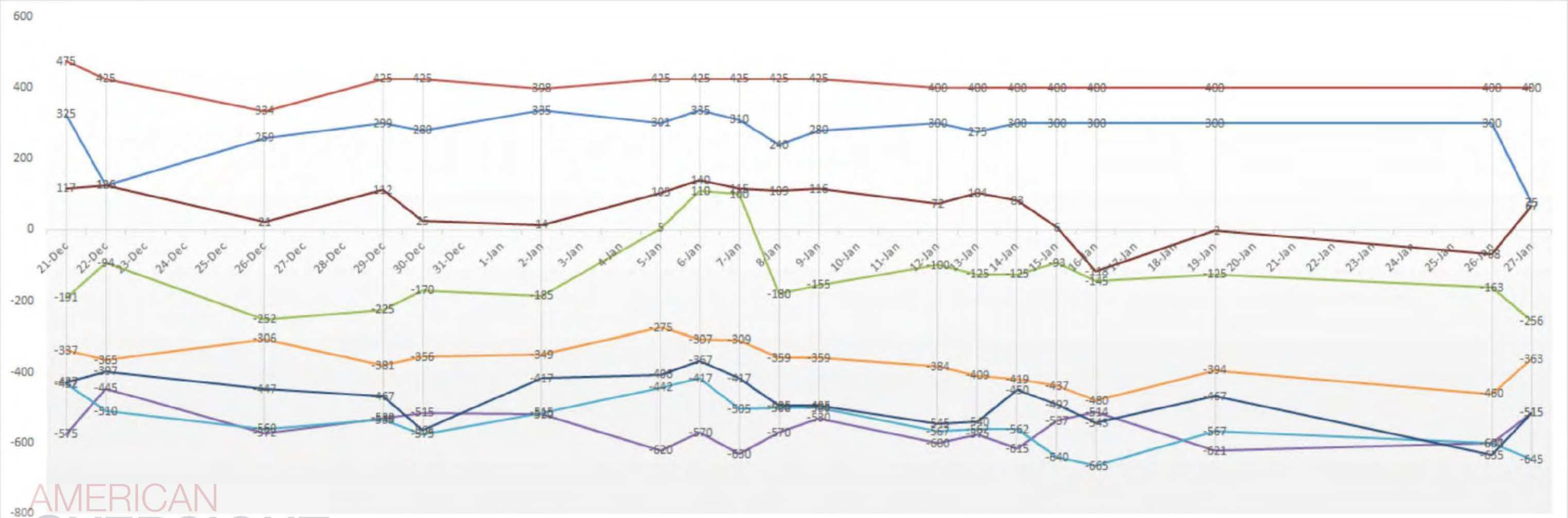
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	21-Dec	22-Dec	26-Dec	29-Dec	30-Dec	2-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	19-Jan	26-Jan	27-Jan	
Vorld Patent Marketing	325	126	259	299	280	335	301	335	310	240	280	300	275	300	300	300	300	300	75	-
Vorldpatentmarketing.com	475	425	334	425	425	398	425	425	425	425	425	400	400	400	400	400	400	400	400	=
Vorld Patent Marketing Reviews	-191	-94	-252	-225	-170	-185	5	110	100	-180	-155	-100	-125	-125	-93	-145	-125	-163	-256	-
Vorld Patent Marketing Scam	-575	-445	-572	-530	-515	-520	-620	-570	-630	-570	-530	-600	-575	-615	-537	-514	-621	-601	-515	+
Vorld Patent Marketing Scams	-432	-510	-560	-535	-575	-515	-442	-417	-505	-500	-500	-567	-562	-562	-640	-665	-567	-600	-645	-
VPM (full name) Complaints	-337	-365	-306	-381	-356	-349	-275	-307	-309	-359	-359	-384	-409	-419	-437	[illegible]	[illegible]	[illegible]	-363	+
Vorld Patent Marketing Fraud	-427	-397	-447	-467	-564	-417	-406	-367	-417	-495	-495	-545	-540	-450	-492	-543	-467	-635	-515	+
VPM (full name)Success Stories	117	126	21	112	25	14	105	140	115	109	116	72	104	83	6	-118	-2	-68	67	+

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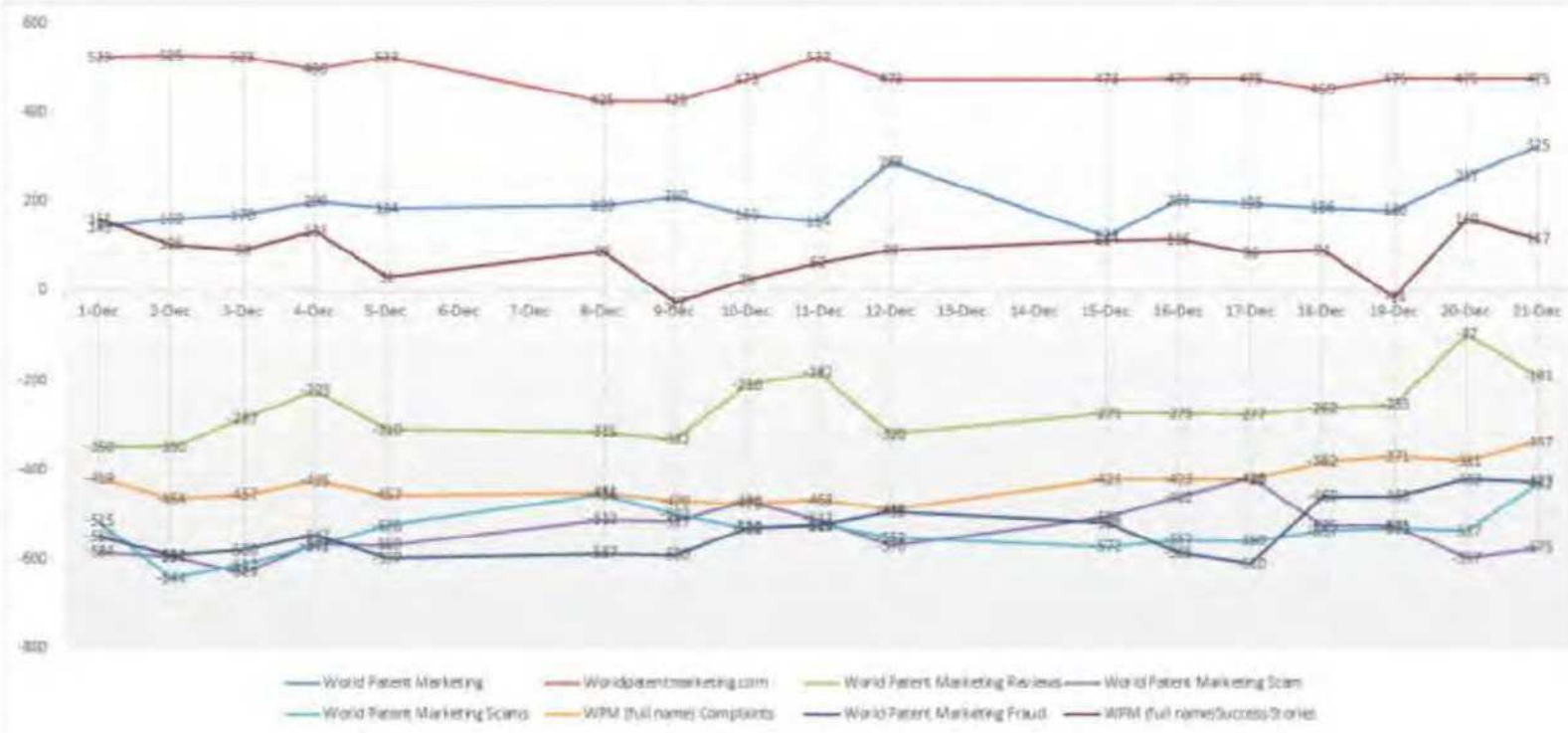
From: jaypee@wpmemail.com
Sent: Tuesday, December 23, 2014 10:05 AM
To: scooper@ivorypartners.net; scott@worldpatentmarketing.com
Cc: lmanzano@tgk-asia.com; tkeefe@tgkandassoc.com; louis@boltwebsolutions.com; vinny@worldpatentmarketing.com
Subject: WPM Google Evaluation Result Report 12/23/2014

Scott,
Below is the WPM Google Evaluation Result Report for 12/23/2014.

New appearances: "Former US Attorney Matthew G. Whitaker Extends His Membership On The World Patent Marketing Advisory Board ..."

See other comments below.
Thank you.

	1-Dec	2-Dec	3-Dec	4-Dec	5-Dec	8-Dec	9-Dec	10-Dec	11-Dec	12-Dec	15-Dec	16-Dec	17-Dec	18-Dec	19-Dec	20-Dec	21-Dec	
World Patent Marketing	143	160	170	200	184	190	210	169	154	288	123	203	195	186	180	257	325	+
Worldpatentmarketing.com	523	525	523	496	523	425	425	473	523	473	473	475	475	450	475	475	475	+
World Patent Marketing Reviews	-350	-350	-287	-221	-310	-315	-332	-210	-182	-320	-275	-275	-277	-262	-255	-87	-191	-
World Patent Marketing Scam	-584	-594	-629	-587	-589	-512	-517	-470	-512	-570	-807	-462	-420	-525	-525	-597	-575	+
World Patent Marketing Scams	-515	-644	-612	-571	-526	-456	-502	-532	-522	-552	-572	-557	-560	-537	-532	-537	-432	+
WPM (full name) Complaints	-419	-464	-457	-425	-457	-451	-470	-476	-468	-489	-423	-423	-423	-382	-371	-381	-337	+
World Patent Marketing Fraud	-550	-592	-580	-547	-597	-587	-590	-530	-525	-495	-520	-585	-610	-460	-460	-422	-427	-
WPM (full name)Success Stories	161	105	90	133	31	89	-27	25	62	90	114	116	86	91	-14	160	117	-



World Patent Marketing

- first negative reviews appears on the 9th position, followed by another on the 16th.
- No other negative hit (previous day it was at 9th and 18th, but there was a negative industry hit in between)

AMERICAN OVERSIGHT

- all positive reviews except at 22nd spot.

World Patent Marketing Reviews

- negative wpm hit mvoed up a post from 4th to 3rd.
- Yahoo Answers jumped from 12th to 5th
- another negative wpm hit on the 7th spot - a total of 3 negative wpm hits on the top 10 where previously there was only one.

World Patent Marketing Scam

- negative industry hit jumped two spots up from the 6th to 4th.
- two negative hits at the top 5, previous day there was only one.
- too many negative hits especially at the top 20. need more positive hits to improve score.

World Patent Marketing Scams

- yahoo answers at top spot.
- negative industry hit replaced by a negative wpm hit 7th spot
- a negative wpm hit replaced by negative industry hit at 12th spot.
- negative industry hit replaced by a postive hit at 13th and 17th.
- a positive hit replaced by a negative wpm hit at 15th.

WPM (full name) Complaints

- negative wpm hit replaced by a positive one at 5th, switched places at 6th.
- positive hit switched places with a negative industry hit at 14th and 15th.
- three consecutive negative industry hits from 17th to 19th and 26th to 28th

World Patent Marketing Fraud

- no movement until the 21st and 22nd spot, where two positive wpm hits were replaced with negative industry hits.
- 26th spot was replaced by a positive wpm hit.

WPM (full name)Success Stories

mostly neutral hits.

AMERICAN OVERSIGHT

From: Louis <louis@boltwebsolutions.com>
Sent: Tuesday, December 9, 2014 8:58 PM
To: scott cooper <scooper@ivorypartners.net>; jillian@worldpatentmarketing.com
Subject: Fwd: All my leads are gone

---

was this the user that was terminated & then was added back?
when a user is terminated -- we take all his "status=lead" leads and push it into the "recycled pool"

---------- Forwarded message ----------
From: **Nelson Santos** <nsantos@worldpatentmarketing.com>
Date: Tue, Dec 9, 2014 at 3:37 PM
Subject: All my leads are gone
To: tech@worldpatentmarketing.com

My issue still has not been fixed

Former Candidate for the United States Senate and ex US Attorney for Iowa Joins World Patent Marketing Advisory Board.

MIAMI BEACH, Fla., Oct. 23, 2014 /PRNewswire/ -- Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush.

"World Patent Marketing has become a trusted partner to many inventors that believe in the American Dream," saidMatt Whitaker in a statement, "I have always admired World Patent Marketing and its innovative products and dynamic leadership team. It's an honor to join the World Patent Marketing board."

"To invent, you need a good imagination and a pile of junk."
– Thomas A. Edison

Nelson Santos
Project Manager
888-926-8174 ext 231
646 412-5986
nsantos@worldpatentmarketing.com

AMERICAN OVERSIGHT

To: Esti P[esti@worldpatentmarketing.com]
From: Scott Cooper
Sent: Wed 6/8/2016 8:09:56 PM
Subject: FW: Give me 20 min then call me

From: (b)(6) @gmail.com]
Sent: Monday, June 6, 2016 4:04 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

Ok thanks can you find out what is the pre-strand rating on the fiberglass composite for tension it should be measured in ksi. It's Important for me to know

On Monday, June 6, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
Moving along – im in Greece until next week – ill keep you posted

From: (b)(6) @gmail.com]
Sent: Monday, June 6, 2016 10:46 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

Hey Scott how is the prototype going

On Thursday, June 2, 2016, (b)(6) @gmail.com> wrote:
I just talked to my source in (b)(6) and the hysol and magnolia is used in the end fittings not the rods so scratch that for now and just go off what the paper I gave you said.

On Thursday, June 2, 2016, (b)(6) @gmail.com> wrote:
What about my end fittings Scott those need to be made as well to do some of the testing

On Thursday, June 2, 2016, (b)(6) @gmail.com> wrote:
It doesn't make sense to me what else they meant by saying 60 percentage and what do I want the rest to be ..... What else could it be besides graphene and epoxy mixture. I tell you what keep it the way it is which will be upper 60 percentile fiberglass composites and the rest graphene and epoxy unless he can add some graphene fiberglass composites and still put the graphene and epoxy mixture in there if not keep it the way I want it

On Thursday, June 2, 2016, (b)(6) @gmail.com> wrote:
Let me know what he decides I believe by having more fiberglass composites is better but then again the graphene and epoxy mixture could make the fibers stronger if it's a small amount of fibers

On Thursday, June 2, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
I'll tell the engineer to do what he thinks is best - I think that makes more sense

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone
On Jun 3, 2016, at 1:20 AM, (b)(6) @gmail.com> wrote:

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You never responded back i didn't know if what I asked for was possible. Plus I found out (b)(6) does 75 % fibers and 25% resin. I don't know which one will give a better result mine or using my materials but doing it their way I'm gonna send you what I got from an inside source and have them tell me what they think is best. This is why I would like more than. One prototype

On Thursday, June 2, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
Why are you changing

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone
On Jun 3, 2016, at 1:15 AM, (b)(6) @gmail.com> wrote:

> Hey Scott please tell the researchers that it's fine that they can do upper (b)(4) fiberglass composite make the rest of the percent the epoxy and graphene mixture
>
> On Wednesday, June 1, 2016, (b)(6) @gmail.com> wrote:
> Can you please talk them into making it work for two because (b)(6) uses hysol and magnolia. Both are adhesives but magnolia can withstand higher temperatures if you can do two do one my way with basic epoxy and the other one my way with magnolia epoxy if only one then just my way
>
> On Wednesday, June 1, 2016, (b)(6) @gmail.com> wrote:
> $70,000 can get me two. I need atleast two scott
>
> On Wednesday, June 1, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
> So far only only one can be done within budget
>
> Scott J. Cooper
> CEO and Creative Director
>
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
>
> 305-330-9199 Direct
> 888-926-8174 ext 212
> 305-503-5458 fax
>
> Sent from my iPhone
> On May 31, 2016, at 9:24 PM, (b)(6) @gmail.com> wrote:
>
> > Hey Scott let me know what you think when you talk to him about the building please and thank you. Has the engineers told you anything about us being able to get three rods
> >
> > On Tuesday, May 31, 2016, (b)(6) @gmail.com> wrote:
> > Cal him little for more information

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On Tuesday, May 31, 2016, (b)(6) @gmail.com> wrote:

Hey Scott that was the wrong number they are sending me the new number and a spec of the facility. As soon as I get it I will send it right over

On Monday, May 30, 2016, (b)(6) <(b)(6) @gmail.com> wrote:

Of that facility ? Il find out and get back with you. It's owned by the city of big spring so the good news is it's possible they will give us a grant to buy it and help us out since we would be bringing jobs to the city of big spring which is good

On Monday, May 30, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Who is the agent representing the seller?

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone

On May 30, 2016, at 10:04 AM, (b)(6) <(b)(6) @gmail.com> wrote:

These are picture of the building

On Sunday, May 29, 2016, (b)(6) <(b)(6) @gmail.com> wrote:

Hey Scott I have something for you to check out it's just a thought for a Manufactoring facility. Here in big spring there is a company called western container it was a place that made Coke bottles and other soda bottles well they are closing down and I think that would be a great place to manufacture because it's big enough to scale the way we want and it's right off the highway and it has a laboratory where we can do testing if we want. Please just take a look at it il try to get you more information about it. If we can get it it will save us money that would be spent to build a building. Let me know your thoughts on this when you can thank you

On Friday, May 27, 2016, (b)(6) <(b)(6) @gmail.com> wrote:

What about the name [redacted] we want to keep that name Scott. Use what we have started for the company name. Also will they allow for three prototypes

(b)(4)

On Friday, May 27, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

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Ok I will consider it

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

(b)(6)

From: [redacted]@gmail.com]
Sent: Friday, May 27, 2016 11:06 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

(b)(4)

Wouldn't you think it would be best to considering where I live is in the center of the oil economy and also you told me we could keep our name [redacted] rods I mean I already filed for it I don't want it to be a waste of money. Consider this we have a building in midland / big spring either or that manufactures and we set up one international to lower disturbution cost. I would like it to be here so I can keep an eye on things and run it with your help here. 70% percent of the oil in the United States come from big spring and midland area. Go on google and see all the company's that set up shop here in big spring and midland and Odessa it's crazy. We are sitting on 60 billion barrels of oil. Just please give it a thought I think that would be a great greographica location to set up at. Plus I think it would be hard to have just one Manufactoring site

On Friday, May 27, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
No plans to manufacture in Texas at this time

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone
On May 26, 2016, at 7:26 PM, [redacted] <[redacted]@gmail.com> wrote:

Hey Scott are your plans to open a Manufactoring in big Spring tx. So we can

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continue to use our company name (b)(4) rods. What are you plans for Manufactoring and where

On Thursday, May 26, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

ok

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: (b)(6) [mailto @gmail.com]
Sent: Thursday, May 26, 2016 1:44 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

Maybe not all but the few I have yes I think I can help out. I'm not trying to say I have more I'm just saying I can help bring things to the table Scott I told you already I'm backing off and let you run with it and my lawyer is still working on things I wanted to see what the researchers say before we sent it off now things look good il have him send it off. I have a good connection to a prince in Saudi and a few in the states but that's it. Just work with me on the contract and continue moving everything along but I will help fund the Manufactoring more than anticipated

On Thursday, May 26, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

I am happy to discuss this with you – you said a few months ago your attorney would send over some suggested changes and I said we would look at them and be reasonable...

outside of that we are moving forward on the project and moving forward towards manufacturing

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Out of curiosity, do you think your connections are as strong as mine?

https://worldpatentmarketing.com/advisoryboard/

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: (b)(6)
[mailto [redacted]@gmail.com]
Sent: Thursday, May 26, 2016 12:25 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

I have other oil inventions I want you to persue to that's why I don't want to be locked in for 99 years

On Thursday, May 26, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> We are building and manufacturing the sucker rod as per our contract - we have the money the connections the manufacturing capability and a signed exclusive agreement
>
> Feel free to contact my attorney. Matthew Whitaker - he is former US Attorney and serves on my board.

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1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone
On May 26, 2016, at 10:15 AM, (b)(6) (b)(6) <(b)(6) @gmail.com> wrote:

> I have my lawyer your email and he will be in touch with you in a few days
>
> On Wednesday, May 25, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:
> We have an exclusive deal to license this
>
> Your living on another planet kid
>
> Scott J. Cooper
> CEO and Creative Director
>
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
>
> 305-330-9199 Direct
> 888-926-8174 ext 212
> 305-503-5458 fax
>
> Sent from my iPhone
> On May 25, 2016, at 10:41 PM, Tevian Parnell <tevianparnell9@gmail.com> wrote:
>
> > Yes what we have left we want back until it is needed we are working on another Manufactorin

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g method that could work better plus we paid $70,000 for the prototypes. So we should be ok for now. This is the words from our lawyer and I want to follow his wishes. When money is needed we will give it

On Wednesday, May 25, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Ill check it all out – the cash is needed now

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketin

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g.com

From: (b)(6) (b)(6) [mailto (b)(6) (b)(6) @gmail.com]
Sent: Wednesday, May 25, 2016 10:22 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

Please let me know you received the emails I sent and also in the accounting paper it showed y'all debted us $60,000 for a global when [redacted] said we should of only been debted $50,000. $40,000 for the global since we have already payed $22,000 for the pct and we were just upgrading and $9,000 for the app. Also [redacted] told us the $125,000 we sent was for Manufactoring not research Scott you

(b)(6)

(b)(6)

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wanted research done that was your cost to bare. What ever remaining cash we have we want back until it is needed to further this project until then we want the cash in our hands and we will give you what's needed when needed

On Wednesday, May 25, 2016, (b)(6) (b)(6) @gmail.com> wrote:

Ok 20 minutes

On Wednesday, May 25, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(b)(6)

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305-330-9199
Direct
888-926-8174 ext 212
305-503-5458 fax

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No virus found in this message.
Checked by AVG - www.avg.com
Version: 2016.0.7639 / Virus Database: 4598/12384 - Release Date: 06/08/16

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COOPER IDEA FOUNDATION

MARKETING PORTFOLIO



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THE AQUA BRUSH — CLEANING THE POOL BETTER, FASTER

Swimming pools are a great way to cool down and have fun—especially during the hot, summer months. However, they need constant cleaning to prevent them from becoming dirty and harboring pathogens. Since the pool is filled with water, it is a great breeding spot for pathogens. The pool water itself might be safe due to the chemical treatments, but the tiles will eventually grow mold and mildew if left unattended. Also, since the tiles and surroundings are constantly wet, they attract mud, dirt, and sludge like a magnet.

Pool cleaning is also back-breaking work and it may take hours—or even days—just to finish cleaning one. Even then, the job might not be satisfactory as the sides are high and the tiles are hard to reach. Fortunately, this is easily solved by using the Aqua Brush—the greatest pool cleaning invention in recent times.

Less Cleaning Time, More Fun

The Aqua Brush is a long pool brush that is attached to a hose. The main head has spray nozzles to make cleaning faster and more effective. It is portable, convenient, and lightweight making it the best option to clean the pool with. Since cleaning is done faster, there will be very little downtime and the pool can be used again quickly.



Aqua Brush

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** PATENT PENDING

FTC-18-0836-B-000208

Aqua Brush

PATENT PENDING

The Aqua Brush is a cleaning invention which will enable pool owners to clean their swimming pools quickly and effectively. It has all the advantages of other pool cleaners in the market without any of the disadvantages.



Top 5 Reasons Why You Should Use the Aqua Brush

1. Cleaner pool
2. Cleaning the pool will be easier
3. Exert less force when cleaning
4. Cleans the pool faster
5. Less pool downtime so people can enjoy the pool longer

Why use the Aqua Brush?

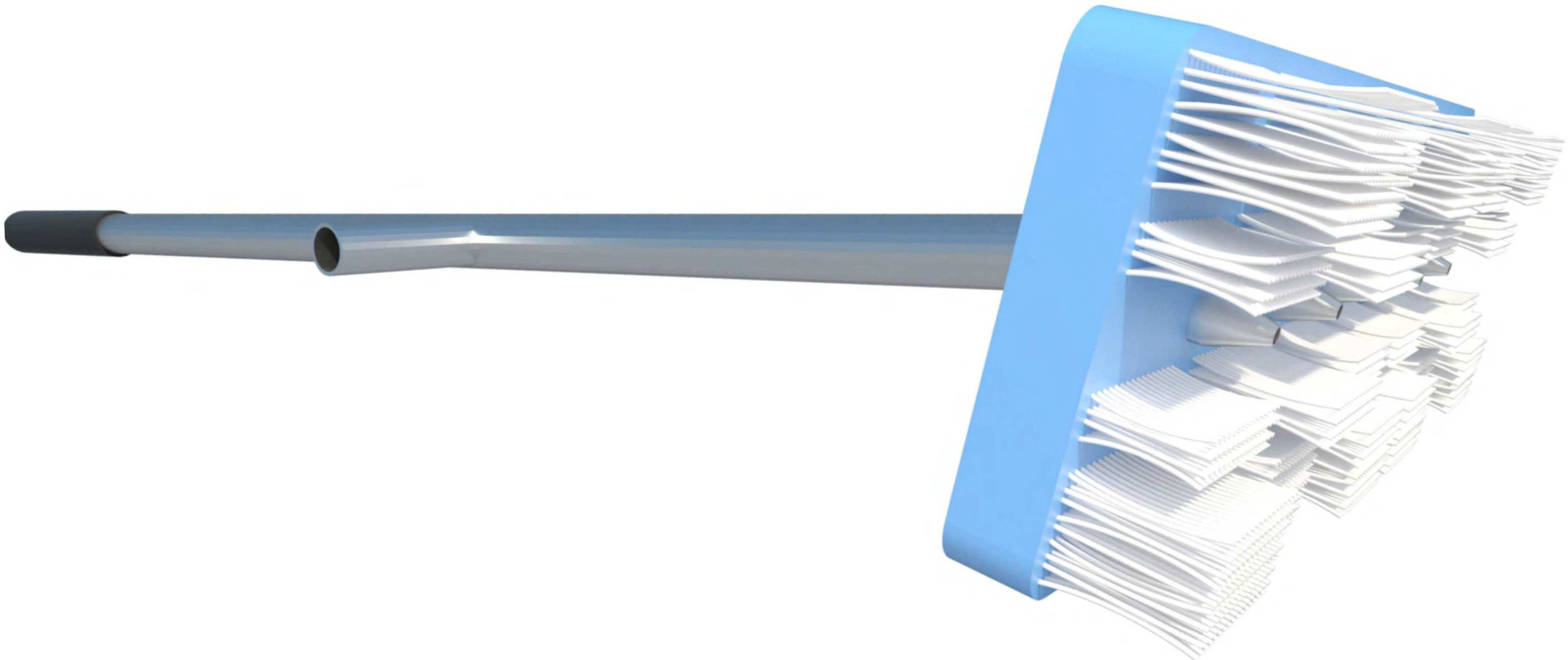
The Aqua Brush has a spray nozzle in the brush head and can be connected to a hose which essentially halves the amount of work you need to do. Also, the pressure watered will be able to clean the tiles and divots faster making the cleaning process even faster. With the Aqua Brush, you get cleaner pools, faster cleaning times, and more time to relax in the water.

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FTC-18-0836-B-000213

We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush

Share Article

The New York Inventor Exchange approves the Aqua Brush for licensing and trading intellectual property rights.

MIAMI, FL (PRWEB) SEPTEMBER 22, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Aqua Brush, an aquatic invention that aids pool owners in cleaning the sides and bottom of the pool quickly and easily.

"US revenues for contract cleaning services will be increasing 4.8 percent yearly and will reach $68.3 billion in 2016," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "Interior cleaning services will still have the largest share, but revenue from exterior cleaning services will grow the fastest. The industrial, institutional and residential markets will be experiencing above-average growth."

"Swimming is one of man's favorite sport and leisure activities," says Cattya Bella, Director of Product Development for World Patent Marketing. "However, not all of us are blessed to live near the seaside, which is why many people opt to have pools built in their yards. Having a pool has its own share of dilemmas such as cleaning and maintenance; this is where our new aquatic invention, the Aqua Brush, can help."

This aquatic invention easily eliminates algae and dirt that may often be found in the bottom and sides of a swimming pool. The Aqua Brush is a long brush connected to a water source or hose. It makes use of the pressure from the nozzle, removing dirt and washing them away, turning pool cleaning easier.

This aquatic invention is unique because swimming pool brushes just have bristles that loosen up the dirt whereas the Aqua Brush has a water pressure that will get the dirt in the divots and make it cleaner and with less effort," says Rosa M., inventor of the Aqua Brush. "This invention cleans off the algae and dirt that is attached to the walls and bottom of the pool. This specially created brush will greatly impact the swimming pool industry, especially during the hot summer months, as it helps people have a cleaner pool with

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less effort."

James Telling, a pool owner from Providence, RI, has this to say about the Aqua Brush: "It seems like a simple invention but it does clean the pool better and a lot faster. Now, there is no need to exert all that extra effort when pool cleaning. It saves me money and time."

With the Aqua Brush you and your family will have more time to enjoy swimming on the pool rather than cleaning it.

About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is broken into eight operating divisions. These include WPM Research, WPM Patents, WPM Web & Apps, WPM Prototyping, WPM Manufacturing, WPM Capital Ventures, and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

WPM Research: evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

WPM Patents: develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

WPM Web & Apps: offers complete development services for web site and mobile apps, including: research, design, code, application of skins, testing, and distribution. Also offers top quality design and artwork, a necessary element in the crowded field of web site and mobile apps.

WPM Prototyping: works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

WPM Manufacturing: provides overseas production from all 14 major industrial zones in China, Taiwan and South Korea. Having access to a staff on the ground in China makes all the difference in achieving the best price, quality, and turnaround time.

WPM Capital Ventures: provides seed funding for startups. Seed funding is the earliest stage of venture funding. WPM's goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.

WPM Social Media: has created an innovative, specialized approach that we use to power social media marketing for some of the world's best brands. Brands choose us because, as one of the world's most innovative companies, we know how to turn business objectives into realities in creative, strategic and measurable ways.

WPM Retail: Offers shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

World Patent Marketing Reviews

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, Yellow Pages, Yelp, Reseller Ratings and My Three Cents. World Patent Marketing has received accredited status and is an A+ Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing is also a proud member of the National Association of Manufacturers, the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.

World Patent Marketing Miami Advisory Board

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Christopher R. Seaver, MD, Da Vinci Robotics Surgeon
Richard Sulaka, Macomb County Deputy Public Works Commissioner
Matthew Whitaker, Former US Attorney, Iowa

WORLD PATENT MARKETING SUCCESS STORIES

The New York Inventor Exchange

World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first of its kind marketplace. It will level the playing field for small inventors being bullied out of the manufacturing and mobile app development marketplaces by multi-national corporations with deep pockets. The New York Inventor Exchange diverse markets span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers.

Invention Town

World Patent Marketing has also announced the launch of InventionTown.com, America's Inventor Watchdog.

Shop World Patent Marketing

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World Patent Marketing launched Shop World Patent Marketing as another retail distribution channel for manufactured products.

The Cooper Idea Foundation

The Cooper Idea Foundation is dedicated to providing funding for special causes around the world. Established by the Cooper Family, the Foundation believes that innovation is vital to the state of the world's children. Led by Scott Cooper, the Foundation's goal is to help young people push the boundaries of what's possible and create a future they want. Our goal is to raise expectations and the hopes and dreams of every child on Earth.On June 9, 2015, The Cooper Idea Foundation and World Patent Marketing Pledged $250,000 to Inventors and Engineers Youth Village and most recently dedicated The Cooper Kindergarten.

The Cooper Idea Foundation has funded an educational video series on YouTube for World Patent Marketing.

Recent Videos Include:

The History of the Patent
Greatest Inventors of Our Time
Greatest Patents of All Time
Early Failures of Successful Entrepreneurs
Great Entrepreneurs Who Began Life Poor
Youngest Inventors of All Time
Immigrants That Made It Big
Social Media Sites That Changed the World
Donald Trump - What World Patent Marketing's Customers Can Learn
Lessons From the Men Who Built America

Sign up for World Patent Marketing Dollars today!

Submit Your Idea to World Patent Marketing!



Enjoy cleaner pools with the Aqua Brush!

"US revenues for contract cleaning services will reach $68.3 billion in 2016. The industrial, institutional and residential markets will experience above-average growth," says Scott Cooper, CEO and Creative Director of World Patent Marketing.

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By: PRWeb via PRWeb September 22, 2015 at 06:00 AM EDT

We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush



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Miami, FL (PRWEB) September 22, 2015

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FTC-18-0836-B-000217

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INTERNATIONAL BUSINESS TIMES
WEDNESDAY, SEPTEMBER 23, 2015 AS OF 3:17 PM EDT

By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

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Market Movers

Most Actives

Symbol	Last	Volume	Change (%)

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FTC-18-0836-B-000221

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SPY	193.64	69.0M	-0.27 (-0.14%)
AAPL	114.24	27.8M	+0.84 (+0.74%)
IWM	113.34	15.7M	-0.42 (-0.37%)
QQQ	104.16	17.0M	+0.06 (+0.06%)
FB	93.97	17.5M	+1.01 (+1.09%)

Percent Gainers

Symbol	Last	Volume	Change (%)
CANF	5.30	13.7M	+1.26 (+31.19%)
EVOK	3.68	340.7K	+0.74 (+25.17%)
ABGB	5.38	168.9K	+1.07 (+24.83%)
CNCE	21.91	1.6M	+3.67 (+20.12%)
HRTX	39.95	8.2M	+6.39 (+19.04%)

Percent Losers

Symbol	Last	Volume	Change (%)
OGXI	2.26	1.8M	-0.66 (-22.60%)
SID	1.02	990.7K	-0.23 (-18.00%)
UOP	9.34	2.0K	-1.96 (-17.35%)
ABEOW	1.73	459.0	-0.35 (-17.02%)
CETX	3.64	618.1K	-0.69 (-16.00%)

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By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush



The New York Inventor Exchange approves the Aqua Brush for licensing and trading intellectual property rights.

Miami, FL (PRWEB) September 22, 2015

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This aquatic invention easily eliminates algae and dirt that may often be found in the bottom and sides of a swimming pool. The Aqua Brush is a long brush connected to a water source or hose. It makes use of the pressure from the nozzle, removing dirt and washing them away, turning pool cleaning easier.

This aquatic invention is unique because swimming pool brushes just have bristles that loosen up the dirt whereas the Aqua Brush has a water pressure that will get the dirt in the divots and make it cleaner and with less effort," says Rosa M., inventor of the Aqua Brush. "This invention cleans off the algae and dirt that is attached to the walls and bottom of the pool. This specially created brush will greatly impact the swimming pool industry, especially during the hot summer months, as it helps people have a cleaner pool with less effort."

James Telling, a pool owner from Providence, RI, has this to say about the Aqua Brush: "It seems like a simple invention but it does clean the pool better and a lot faster. Now, there is no need to exert all that extra effort when pool cleaning. It saves me money and time."

With the Aqua Brush you and your family will have more time to enjoy swimming on the pool rather than cleaning it.

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By: PRWeb via PRWeb September 22, 2015 at 06:00 AM EDT

We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush



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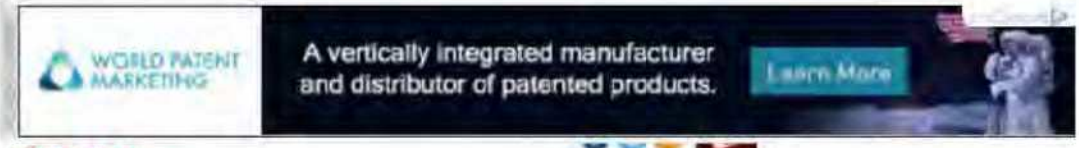
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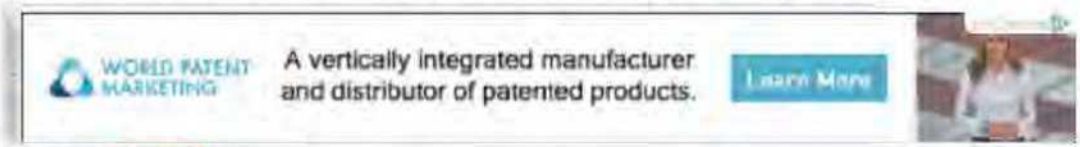
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Posted: Sep 22, 2015 7:00 PM

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By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush



The New York Inventor Exchange approves the Aqua Brush for licensing and trading intellectual property rights.

Miami, FL (PRWEB) September 22, 2015

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World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Aqua Brush, an aquatic invention that aids pool owners in cleaning the sides and bottom of the pool quickly and easily.

"US revenues for contract cleaning services will be increasing 4.8 percent yearly and will reach $68.3 billion in 2016," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "Interior cleaning services will still have the largest share, but revenue from exterior cleaning services will grow the fastest. The industrial, institutional and residential markets will be experiencing above average growth."

"Swimming is one of man's favorite sport and leisure activities," says Cattya Bella, Director of Product Development for World Patent Marketing. "However, not all of us are blessed to live near the seaside, which is why many people opt to have pools built in their yards. Having a pool has its own share of dilemmas such as cleaning and

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maintenance; this is where our new aquatic invention, the Aqua Brush, can help."

This aquatic invention easily eliminates algae and dirt that may often be found in the bottom and sides of a swimming pool. The Aqua Brush is a long brush connected to a water source or hose. It makes use of the pressure from the nozzle, removing dirt and washing them away, turning pool cleaning easier.

This aquatic invention is unique because swimming pool brushes just have bristles that loosen up the dirt whereas the Aqua Brush has a water pressure that will get the dirt in the divots and make it cleaner and with less effort," says Rosa M., inventor of the Aqua Brush. "This invention cleans off the algae and dirt that is attached to the walls and bottom of the pool. This specially created brush will greatly impact the swimming pool industry, especially during the hot summer months, as it helps people have a cleaner pool with less effort."

James Telling, a pool owner from Providence, RI, has this to say about the Aqua Brush: "It seems like a simple invention but it does clean the pool better and a lot faster. Now, there is no need to exert all that extra effort when pool cleaning. It saves me money and time."

With the Aqua Brush you and your family will have more time to enjoy swimming on the pool rather than cleaning it.

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CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

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Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending trade shows is to grow our network and increase inventor opportunities overall.

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almost five years. America was built on the premise that a small inventor can have a dream, work hard and make that dream a reality. The American Dream today doesn't seem real to many average Americans. I work with inventors every day who have great ideas but can't afford to go through an expensive patent, prototyping and manufacturing process. Our goal is to change that. Our members stay ahead of the curve by participating in a new marketplace intended to spur innovation with low-cost solutions."

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PRINT GLOW

What is a Smart Product Sell Sheet?

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In most aspects, a brochure (link to page) and a Smart Product Sell Sheet (link to page) have many similarities. Both are great marketing tools to present the company and the product. Typically, they are used in support of your sales efforts, given in business conventions and exhibitions or presented to potential consumers. They are mostly printed on similar sizes on the same type of paper. The most noticeable difference, however, is that a Smart Product Sell Sheet is not folded. Also, the

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information

presented can be technical and more in-depth than a brochure.

Why is it important?

A Smart Product Sell Sheet answers the following questions:

- What products or services do you offer?
- How will these products and services benefit me?
- How much will I will pay for them?
- How do I contact you?

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With ail this information, it is important to present your Smart Product Sell Sheet in a clear and

precise manner to retain your customer's interest. Before you create yours, here are a few essential

things to know before you start designing.

What are the essential elements of creating a Smart

Product Sell Sheet?

It should contain the following:

- Your logo and product name
- A catchy headline
- Intro paragraph

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• High-resolution product pictures (including product

SKU numbers)

• Benefits backed by data

• Contact info and a call-to-action

Despite being a technical document, a Smart Product Sell Sheet should still contain a concise headline

and a call-to-action. The intro paragraph should provide a succinct summary of the information about the products and services. The bulk of it should contain the specifications of your product or service, and if possible, comparative data against your competitors. Finally, it should give your potential client information about your company, particularly your contact details.

A Smart Product Sell Sheet may be more technical and

informative than a flyer or brochure, but that doesn't mean

design is just a second thought. When designed properly, it can

become a virtual tour of your product or services. Use the large

space provided by the flat sheet to create a design consistent

with your product and your company.

It goes without saying that a company with multiple products

to sell would illustrate each item with a corresponding picture.

However, ALL company Smart Product Sell Sheet should try to

include some relevant images to break up the copy elements and to make the overall piece more interesting for the viewer. Use pictures of your staff in action, customers enjoying your products, or your products in action to communicate something unique about your company.

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When should I use a Smart Product Sell Sheet?

While the flyer or brochure can provide a brief overview of your product and service, a Smart Product Sell Sheet can give a more in-depth approach to marketing a product. Technical products such as equipment or software can greatly benefit from this format as well. Real estate services can also take advantage of it, especially if it includes comparative data between competitors. It can be a persuasive part of a marketing plan, especially for customers who are on the fence and want to know more about the product. It is also useful for press releases where reporters and content creators need specific details for factual reporting. Finally, you can give them to potential distributors and store owners who would be interested in putting it on their shelves.

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Licensing Negotiations

Inventor Friendly

With the pace of innovation and shorter product life cycles, companies are in need of new inventions.

Distribute Worldwide

Licensing allows inventors to leverage a company's brand and position in the marketplace.

Lower Cost and Risk

The inventor supplies the intellectual property while the company ramps up manufacturing and sales.

Key Components to Licensing

Licensing could very well be the most lucrative way to make a living today. At its basics, licensing is the selling of intellectual property to a person or business that wishes to produce it for a profit. The intellectual property could be a patent, copyright, or an idea.

Actually, licensing got much of its start with Disney's creation of Mickey Mouse some 80 years ago. As the character took off in popularity a businessman who wanted to put the character on 10,000 wooden pencil boxes paid for permission to do so. Thus, licensing was born. Since then, there has been all sorts of products with the Disney characters on them, from shirts to lunch boxes. In all of these items Disney receives a percent of the wholesale price of anything depicting its characters. They don't need to manage all sorts of factories, worry about payroll to all of its employees, find distributors, nothing. After the manufacturer does all the work to make and sell the product, Disney receives a lion's share of sales. If this is not an

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argument for licensing, I don't know what is!

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Common Licensing Questions...

But wouldn't I make more money if I manufactured it myself?

The short answer is "yes". But then reality hits. Handling the manufacturing either domestically or overseas requires a large investment of time and money. First you will need a rock-solid business plan, inventory financing and product liability insurance. You must work with engineers, industrial designers, sourcing agents and establish a sales and marketing team for distribution. Tooling can cost 10s of thousands of dollars and commonly exceeds $100,000 - and that is before you have manufactured or sold a single unit. Becoming a vendor to the large retail stores is extremely difficult especially if you only offer a single product, and if you do, you often don't get paid until 90 days later.

It is a tough road and very few ever become successful. But if you are willing to risk your home, car,

and financial security and have the needed skills to manage a factory and make your product sell, I hope the best for you. It is an option and some people do succeed. Yet the main question for any investment ought to be, "How can I limit my risk as much as possible and maintain the greatest reward possible?" And I would suggest the best answer to this question is found in licensing.

Will companies actually pay me for my invention?

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Not only will they pay you, but if your invention sells, they will pay you handsomely. There is a reason

why these businessmen are where they are. They did not get to the top of a company through a lack

of business sense. Rather, they understand that good business transactions reward those who make

you money and increase the value of your stock.

So, if you make them a profit they are more than willing to compensate you. They have good reason

to treat you well. Their sole business is to manufacture and distribute products that will sell, and

since the market is changing so often, they are always in need of new ideas.

Which company should I license my invention to?

Picking the right company to license your invention is crucial in the first stages. Without knowing

where to go you are destined to endlessly search in the wrong places. It is important to research the

specific industry and markets to understand where your invention would sell and which company has

a strong brand and the distribution channels to fully exploit your invention.

Be sure to avoid companies that manufacture a product on a job basis. They have no distribution

channels and are quite expensive. To get your product on the shelves you still have to do all of the

work of packaging, marketing, and distribution. There is a great financial risk in the beginning when

working with these manufacturers since they require upfront money to produce your product on a

per unit basis.

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What aspects of the licensing agreement should I be aware of?

As we have always said, we seek to establish fair and lucrative deals for the inventors that we represent. But to do this there must be certain elements present in the licensing agreement. The following is a short list of some of these elements that you should be aware of.

1. Advance in royalty fees: For exclusive license agreements, it is very common that the licensee would pay an advance toward the first year's royalty.

2. Yearly minimum royalty or performance requirements: This is either a yearly minimum payment or a yearly unit volume that the licensee must hit to retain exclusivity. The amount usually gets larger every year to allow for the licensee to ramp-up and distribute your product. Also, it provides the inventor with assurance that the licensee will seek to develop your invention and not just let it sit dormant.

3. Insurance covering the inventor: This is an agreement that the licensee will, at their cost, buy an insurance policy covering the inventor for $1,000,000 in damages and send the inventor a certificate which shows that they are on the policy. Such a clause in the agreement provides protection for the inventor in the event that the invention causes harm or injury to those who use it.

4. Right to an audit: If the numbers do not seem accurate, we can arrange for an audit to be done by an accounting firm in order to determine if the royalty checks received were fairly distributed.

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BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations

(Facebook, Twitter, Pinterest)

Mention on WPM Social Media

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Branding is important for each and every business. Your brand sets your product apart from the competition. Brand development should be integral to product development. It is not simply an afterthought. Branding should begin before your invention is fully developed.

When you enter into a relationship with a well-known invention powerhouse like World Patent Marketing, you create instant "brand credibility" in the market, with both consumers and investors. World Patent Marketing brings you the power of a team that includes government leaders, academic institutions and major corporations the world over.

Our strength in the marketplace provides your product an initial lift, until it can fly on its own.

Positioning for Established Brands

For products that have an established image, we can refine their brand image while retaining the positive elements critical to their market position.

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We pay close attention to consistency with core values, while revamping and fine tuning the brand message. We bring in new ideas, creativity, and most of all, innovation. World Patent Marketing develops branding that supports and extends

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existing product lines.

Every brand is a promise. It is the key to your relationship with the buyer. A clear consistent message is the foundation of that relationship. We respect that message and that relationship, building upon the positive elements while updating and modernizing to adapt to new products and new conditions while retaining loyal customers.

PRODUCT NAME

You need a fabulous name for your new product. A great name makes it clear that your product is different from all existing products in your category. It should be instantly recognizable. The name can be descriptive, as in Goodyear Tires, or a new word, as in Kleenex or iPod.

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PRODUCT LOGO

Your logo is the "avatar" of your brand. It often contains the brand name, but not always. It will appear on your website, packaging, letterhead and all advertising; the logo must be instantly recognizable.

WEB BANNER

Think of your web banner as the entrance to your store. Like a physical store, that

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entrance says a lot about your product and brand. The web banner conveys your brand image at the first glance. It needs to be targeted to your customer demographic.

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TAG LINE

The tagline is a one-line summary of your product and brand. Famous taglines include, "It's the Real Thing" for Coke, "The Ultimate Driving Machine" for BMW, and "Think Small" for Volkswagen. We will help you to distill your product image into a winning tagline.

PERSONAL PRODUCT WEB SITE

We create product websites that foster success. Our developers build advanced responsive websites that showcase your product to its best advantage, incorporating your branding elements and targeted to your

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Cloud

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working

demographic. World Patent Marketing websites

take advantage of the most sophisticated web

tools, like SEO and PPC, and fully integrate

with social media.

Podcasts

Microblogs

Video

Sharing

social

MEDIA

Search

Optimization

Social

networks

content

Rating

image

Sharing

SOCIAL MEDIA INSTALLATION

Our inventors get a leg-up on the

competition, through the use of World

Patent Marketing social media sites.

Our large audience gives your product

instant customer reach that it can take

months to develop on your own. We

also help you develop your own voice on

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the most important social media channels,

ike Facebook, Twitter, and Pinterest.

It's quite simple, these days, social media is not an

option, it is a necessity. Social Media networks provide

outlets for promotion of new products of every description. Our

social media experts will create professional quality accounts for your product on all of the top platforms, such as Facebook, Twitter, and Pinterest. Your account will be custom-created with unique banners that incorporate your brand image and message.

Facebook

Facebook is the social media giant. It is the largest social media

network on the web and the best known. Facebook boasts more than

1.71 billion active users, an active user is anyone who has signed on

in the last 30 days. Since its inception, Facebook has grown from a

website devoted to college students at Harvard, to eventually include

a worldwide user interface. Facebook offers an easy convenient way for family and friends to keep in touch on every continent, as well as an easy way to check up on news, shopping, restaurants and celebrity gossip.

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Facebook is an essential social media platform for every business, it offers a bonanza of options for delivering your message to fans and potential customers. On Facebook you can share stories, photos, and videos about your product. Maintaining a Facebook

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account is easy, there are many tools available for businesses, including scheduled sharing and paid reach. This can be one of the best ways to target new customers and create buzz.

Twitter

Twitter is the social media platform with the broadest reach. It is incredibly easy to spread the word on Twitter. With a single Tweet, you can deliver your message instantly to millions of potential customers. And Tweets are incredibly easy to do. A Tweet consists of a short text message that is less than 140 characters. You have to keep it short on the Twitter Feed. But, while the text message length is short, you can upload and send photos, videos, and links to your own or other webpages. Twitter is one of the top ten websites in the United States and has 320 million active users around the world. As with Facebook, content on Twitter can go viral, as it is incredibly easy for your customers and fans to share and reTweet your messages. Interesting and varied content is the key to getting viral sharing on Twitter. Because it is so easy to reTweet content with hashtags, a great post can spread fast. If you can tap into a user with a lot of Twitter followers, your content can go viral. Twitter experts point out that posting a balanced variety of media is important on Twitter. People want to see new and interesting stories about a variety of topics, not just a reTweet of your latest announcement. So mix up your own original content with interesting stories and articles you find on the web or create yourself.

Pinterest

Pinterest is a digital bulletin board. It is all about visuals. This makes it a great platform for inventions and products that easily

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convey through pictures, like fashion, food, gifts, crafts, and inspirational posts. The tagline is "Pin what you love." Fans of Pinterest create bulletin boards of pictures around their favorite interests, like coats and shoes, gardening, lattes, or quilts, for example. It is incredibly easy to use and has a dedicated user base. If you have great pictures of your product, especially if it looks good in photos of it being used, this can be a great way to create buzz and interest for your product.

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Pinterest is different from Facebook and Twitter, in that the majority of the users are women. It is dominated by women's topics like fashion, diet, exercise, beauty products, pretty pictures, crafts and recipes. Products geared to these demographics tend to do

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best on Pinterest. On the other hand, it is extremely valuable for every product in terms of search engines, a Pinterest page almost always shows up on the front page for any topic. Because of this, every product should have a strongly developed attractive Pinterest site. You can also post product details and maps to your Pins, which makes it easy to use, and a good source of product information. We will place a unique post on at least four different World Patent Marketing social media sites linking to your online media. One post alone is enough to make others take notice of your product.

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MENTION ON WPM SOCIAL MEDIA

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Home

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About

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Sign Up

Trustpilot Reviews

Shopper Approved

Connect.With.Us

Photos

Likes

Videos

/ . World Patent Marketing

Patent trademark & copyright law ■ Miami

Beach, Florida

Meet The Women Whose Phenomenal Invention Will Save Thousands Of

Lives

http://bit.ly/2c6zcOr

#awesomeinventions

Open Now

Cl Search tor posts on this Page

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14.048 people like this

Alza King and 2 other friends

Open Now • 09:30 -18:00

Get additional info

World Patent Marketing has an established and far reaching social media campaign. We have a strong presence on every important platform. When you have a relationship with us, we post your product on our sites and boost your visibility with the power and reputation of our social media platforms and strong brand presence.

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DIGITAL MARKETING PACKAGE

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Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising

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Social Media

Competitor Analysis

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MARKETING VIDEO

Tell your product story, with the power of video. No other media is as compelling as video in conveying the purpose, promise, image, and emotional appeal of your product. Video can quickly show how your product is used, what problems it solves, and why they need it. Also, watching video is simply more fun and engaging than scanning pages of texts. Video creates the emotional connection that leads to sales conversions.

Video has been proven to be a key component to any online campaign. It increases conversions dramatically. When customers "see" a product in action, it is much easier to understand and more potent than long pages of product descriptions and text. Video can convey the entire message in seconds. In 2015, over $6 billion was spent on video advertising. And video is critical to search, Google automatically ranks websites with video on them higher than other websites with similar authority. It's no longer a choice, video is now integral.

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BLOG ARTICLE

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■ When it comes to product branding, reputation building and sales,

I a blog is considerably more than just a quick couple of paragraphs

tossed off when you have a free moment. Writing a professional

quality blog that will get results is a specialized process that takes

Jr knowledge and creativity. The purpose of blog posts is to keep

your product uppermost in the mind of your customers, with

engaging stories about your product and other topics they may find interesting. Blogs are also designed to reach new customers. In order to reach new customers, blog posts need to rank well with search engines. This is done through careful selection of keywords, which can draw potential customers to your website through search engines like Google.

Blog posts are also more than just text, they need to look great too. Interesting images and videos not only help to tell the story, they also help to create interest. On business websites, you can't simply share images found elsewhere on the internet. Images need to be selected or created that are original and can legally be used for commercial purposes. Our bloggers have experience creating and editing images, as well as providing the correct sizing, optimization and tags which are important for ease of use and search engines.

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And of course, the purpose of the post is to build brand awareness and sales. Every post contains a strong "call to action." In the case of a sales message, the "call to action" is obvious, push the button or go to the store and buy the product now. However, there are also more subtle actions in brand building. Commonly you will find suggestions to "go to our website," "read more," or "stay updated," in many commercial blog posts. These are important in building interest for future products and releases, and as a way to maintain contact with buyers.

Digital content is the backbone of every online marketing campaign. The content needs to be organized and coordinated for maximum benefit and reach. Brand features, target audience, media platform, and product all need to be taken into account and balanced into an effective, engaging campaign that drives sales and growth. It's not an easy task, but because of our vision, World Patent Marketing excels at influential content marketing.

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SOCIAL MEDIA MARKETING

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To succeed at social media marketing, you need to have two things down cold. You need to

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understand your customer, and have an in-depth understanding of the intricacies of the various social media platforms. To achieve results, you must know whom you want to reach, and how to get your message in front of them. Every social media platform is different, and we know how to make them sing.

Email Marketing

Get the most out of your email market campaign. Our email campaigns are fully integrated with your online presence, website, press release strategy, and social media. This integrated approach creates more impact across every platform. Our email system creates strong impactful messaging, combined with technical necessities like lead capture, conversion metrics and CRM (customer-relations-management).

INFLUENCER MARKETING

At World Patent Marketing, we help you reach out to important people in your industry or field. These people are known as "influences." Our connections can provide a host of possible relationships with individuals your customers trust.

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DIGITAL MARKETING

Reach beyond your existing customer base and grow your brand, with digital marketing. Through a variety of techniques, using search engines, social media, and display ads, we can

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target demographic audiences with precision that gets

results. Give your product a boost through the power of

digital data and targeted marketing.

r■ Analytics & Conversion Rate Optimization

m ■ World Patent Marketing will help you understand the

H data regarding the sales process of your product.

B Through our proprietary analysis, we take that data,

B crunch it, collate it and present it to you in a way that is

useful and can have real impact on your business. We

help you identify key points in the customer journey that

can be targeted or improved. We can take that data and

find weak links, missed opportunities, and ways to improve the customer experience and sales.

These analytics and conversion rate optimizations are the keys to constantly improving the

customer experience and driving growth.

SOCIAL MEDIA COMPETITOR ANALYSIS

A first step in developing your social media

voice and strategy is a thorough analysis of

the competition. This is an essential task for

many reasons. First of all, as you develop your

unique voice and brand image, you need to

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be aware of what competitors are doing in order to be sure your message stands out as distinct and different. In addition, it allows you to track the latest trends in your market niche.

1. Identify Your Competitors
2. Identify Their Voice
3. What Is Their Fan to Follower Ratio?
4. How Active are They on Social Sites?
5. Engagement Rate with Fans
6. What Types of Content are They Posting?
7. Month-Over- Month Percent Growth
8. Don't Forget Google+, their Blog, and Website
9. Lastly, Paid Media
10. What Does This All Mean?

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World Patent Marketing's customer intelligence platform provides up-to-the-minute feedback about your customers. It allows you to make smarter, better decisions.

World Patent Marketing allows you to:

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- Find and organize customers in your demographic target
- Create detailed customer profiles that increases understanding
- Capture valuable insights which can improve operations throughout the enterprise

Our data is based on community interactions, rather than one-off surveys. We believe that communities are more valuable, because the two-way conversation process allows us to develop a deeper understanding of the true motives and desires of the customer.

World Patent Marketing takes you beyond the data, to the people with their personal stories and motivations who make up your customer base.

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Purchase Journey

The customer purchase experience must be seamless. Many businesses inadvertently create hurdles

for their customers. We identify these pitfalls and improve the experience.

Fundamental Market Decisions

Get real-time feedback on pricing, packaging,

positioning, and messaging. Save both time and

money in assessing and adjusting key market decisions.

Innovation and Creation

Customer communities can provide useful ideas which

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may ultimately improve and refresh your product. This information helps you to stay ahead of trends and the competition.

Customer Intel

Get your customer intelligence straight from the horses mouth, the customers themselves. Our system provides you with ongoing customer feedback that can be used to create new products, make improvements or variations on your existing products, and develop campaigns to engage your customers in a manner that provides maximum impact and bottom-line growth. Solve real problems with customer feedback and intelligence.

Innovate and Thrive

Develop products faster, with greater certainty and success with real-time customer feedback.

Deep Dive Insight

Our activity database yields a wealth of customer insights and understanding.

Know Your Customer

Place seemingly random customer actions in context.

Which turn transactional shopper data into a well-rounded picture of deeper motivations and behavior of your customer base.

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DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is tried and true. That's why we recommend it for many products. Our philosophy of "thinking outside the box" doesn't mean that we recklessly experiment or gamble with your resources. Direct Response TV may have significant up-front costs, but dollar-for-dollar, for the right product, it can put your product at the top of the heap.

30 second DRTV Commercial

60 Second DRTV Commercial

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What is Direct Response TV?

Direct Response TV, also known as DRTV, is a particular type of television advertising. It is designed Oto allow the customer to purchase the product ^ immediately, while watching television, either by calling in to a toll-free 800 number, or by using the

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web. This form of advertising is also known as Direct Response Marketing. It is very powerful, because it allows for immediate feedback, there is no waiting or tracking sales over days or weeks. A DRTV campaign produces results in real-time. These ads can range from 30 second to two minute television commercials, and even to 30 minute infomercials. DRTV varies from brand building and awareness commercials in that the response is immediate and measurable.

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What is Direct Response TV good for?

Direct Response TV harnesses the power of television with immediate customer feedback. This makes it a fantastic medium for launching new products. The feedback is immediate and the "impulse to buy" can be strongly measured in real time. The instant feedback loop can provide valuable information on customers' needs and attitudes toward the product and message.

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And success can be stunningly fast. DRTV is responsible for numerous overnight success stories and any number of products that have become household names. DRTV is a strong way to build a brand and product awareness, brand loyalty and a strong customer base.

What are the benefits of a Direct Response TV campaign?

The greatest benefit of DRTV is the ability to create instant sales and return on investment. These sales tend to be high-margin sales that yield quick profits in a short time-frame. Both shorter 30 second and longer 60 second spots provide management with instant information regarding the effectiveness of their messaging and consumer reaction to the product. We can take that feedback, asses it, refine it, and improve it to yield continually stronger results over time. DRTV campaigns build strong consumer interest and a loyal customer base, with high return on investment sales.

What kinds of products do best with DRTV infomercials?

DRTV is a great place for new inventions and innovative new products. Products that solve real world everyday problems and offer affordable solutions are likely to do well on DRTV. Ideally, DRTV products have broad consumer appeal, at an affordable "impulse buy" price point. Beauty products, kitchen and

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household products, appliances, gardening products, and personal care products have all found success on DRTV.

How does DRTV media differ from other commercial media?

The most important aspect of DRTV is the strong call to action. In traditional branding media, the goal is not to create an immediate purchase, but to cement the product in the customer's mind for later purchase. With DRTV there is no waiting time, the message is to buy the product now, immediately, from the comfort of the couch.

Does anybody buy that stuff that you see advertised in the middle of the night?

Yep. They buy a lot of it. Fortunes have been made from late night DRTV marketing. But, DRTV is not just a 'middle of the night,' 'low rent' tactic. DRTV can air at any time of day, the particular time is chosen for maximum return on investment, and that can vary by product.

How is success measured with DRTV?

It depends on the particulars of your product, your market, and the details of your media campaign. There is no single success metric. But, most professionals in the industry use one or a combination of the following; Cost Per Order (CPO), Media Efficiency Ratio (MER), or Customer

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Acquisition Cost (CAC). CPO is the cost for each order for a campaign, you arrive at this number by dividing the cost for the media by the number of orders. MER looks at how much you bring in, the revenue, compared to the cost for the campaign. CAC is often used for products like prescription drugs, which bring in revenue for a long period of time into the future. In this case, they are most concerned about the customer acquisition cost, as profits are realized in the future.

These metrics are important snapshots of DRTV campaign success. The lower the CPO, the better. The higher the MER, as in the revenue compared

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to the cost, the better. CAC provides a snapshot of the cost to acquire each customer. Industry trade groups and television marketing teams have developed database information on rates of return for different industries, time slots, and demographics. You can plan your campaign with these metrics, and compare its success against these benchmarks.

Does DRTV become less effective over time?

All television advertising, including DRTV, needs to be fresh and original. Typically,

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DRTV campaigns are refreshed after a year of air-time. This "refresh" may not entail an entirely new production, often editing can change the campaign enough to make it feel new.

Are upsells essential for a successful DRTV campaign?

Industry research shows that upsells account for 15% to 29% of orders. That's a big chunk of revenue. The creation of new and related products can help your new product become financially viable. When using DRTV, don't discount your upsell sales options.

Is DRTV the only thing I need to do to market my product?

You don't want to stop marketing with DRTV only. While it is a powerful sales and revenue generator, it also opens many new options for marketing and merchandising your product. The DRTV campaign creates a lot of orders through the immediate purchase process, but it also creates powerful brand awareness and follow on purchases, particularly in the digital media. Your campaign should have a mix of DRTV, digital marketing, email marketing, websites and SEO, radio advertising, public relations, and celebrity endorsements.

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How long does it take to produce a DRTV commercial?

It varies by product and production values, but typically it takes from 2 to 6 months. This includes the entire process, from the beginning of the creative process, through scripts, shoots, and post-production. It can vary depending on the availability of talent, locations, production value, and available footage.

What is the proportion of DRTV sales online vs. phone orders?

This varies tremendously depending on the product. Different target audiences have different habits and expectations. An older audience may tend to use the phone for orders, while a millennial audience wi order online. The trend favors online, with this sector growing rapidly and approaching 80% in some cases.

Is a website necessary for DRTV campaigns?

Yes. The website is essential for on-the-spot orders for people who prefer to order online rather than call, as well as for follow-on orders. The DRTV website should be optimized for all formats, with a call to action that supports your DRTV campaign.

Do I have to take phone orders, requiring a call center to take orders?

DRTV campaigns usually offer customers the choice of calling in their order or placing an order on the website. Ignoring phone orders eliminates one

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of the great strengths of a DRTV campaign. People can place a phone order immediately, without even leaving the couch; they can dial the number and speak to a helpful representative immediately without booting up a computer that might be in another room, waiting for the site to load, etc. World Patent Marketing provides overseas call centers that can provide real results at a reasonable cost, that can turn your campaign into a success.

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Is My Product Right for DRTV?

Is the product unique and revolutionary?

Is your DRTV commercial new and exciting?

Boring and everyday is not going to cut it. If

you can buy it cheap at Wal-Mart, why would a

customer bother to get excited?

DRTV is all about new and different products. They don't have to be on the level of rocket science, but they should be original and solve real world problems. And the message must be compelling. It may not sound tough, but it takes a heck of a lot of interest to get someone who is happily relaxing in front of the TV to pick up the phone, fish out the credit card, and make that call. That's not easy. The key

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is to have a product that is revolutionary. This means, lots of people need it and can't get it anywhere else. Or, that you offer the same product for a far superior price. Or that the customer gets a lot more product and value than they could anywhere else.

Do I need a mobile website for DRTV?

Yes. A huge percentage of the public now access the web exclusively on their phones, and this percentage is growing every year. You do not necessarily need to have a dedicated mobile website, a responsive version of your website will do. But, it must be easy to use in the mobile version. Mobile websites are no longer option, they have become integral to the web experience, and thus to the online shopping experience.

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Have you experienced dramatic results with DRTV products?

Yes, one product alone, The Snuggie, sold over 30 million units and grossed $500 million. That's a pretty solid case for the power of DRTV. And The Snuggie is just

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one among many successful products that made their mark in this market.

Does the infomercial product have mass appeal?

DRTV is all about reaching a large broad-based audience. To do well and justify the costs of DRTV, a product must have mass appeal. It isn't that niche products aren't worthy or capable of success in the marketplace, it is simply that DRTV is not the place for them. Products that do well on DRTV can appeal to millions of users, rather than thousands. Among the long-term best products are acne creams and weight loss aids. 30 million Americans suffer from acne, providing a market of suitable size. These is mass appeal for skin care products. Combined with a great DRTV ad and high production values, this has been a win year after year. Weight-loss is also another hit on DRTV. More than half of Americans are clinically obese. Every one of them can use a weight loss program. Some other categories are products to combat hair loss, fitness, and anti-aging. Notice a common trend here, all of these products solve problems that are embarrassing. The ability to order the product anonymously online through a DRTV ad may be particularly appealing. After all, who wants to stand in line at the store with the hair replacement formula in hand? Ideal DRTV candidates are products with mass appeal for a huge audience.

What are the typical margins for DRTV?

DRTV products should sell for at least 5 times the cost of goods. If you are selling a product for $20, it should not cost more than $4. The margin allows you to

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comfortably cover the high media costs required in a DRTV campaign. Many newcomers grossly underestimate their required margin, and even if successful in sales volume, can actually lose money on every sale.

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However, there is an exception to the rule. Products that generate ongoing sales, such as a diet pill, skin care line, or prescription drug, that continue to generate sales over a long period of time may have dramatically lower margins for the initial purchase. The lower margins at the front end, are made up for with additional purchases of the product later on. Also, products that are available in stores and can be continually purchased again and again can have lower margins, as the DRTV is not the only driver of sales, but an addition to a complete retail merchandising chain.

Can the product be demonstrated on TV?

This is critical for DRTV success. You will need to show your product in action. Is it fun to use? Easy to use? Fast acting? Does the viewer know exactly what is going on just by watching your DRTV commercial? They need to be able to see it working. That is how they come to imagine what it will

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do for them. When it comes to DRTV, seeing is believing.

Your product needs to be easily understood by the viewer

just by watching.

Does the product offer a unique opportunity and great value?

Everybody loves a good deal. A great deal can be the key to success in the world of DRTV, where strong value statements are king. No matter what the actual cost/benefit, the DRTV ad should make a direct appeal to "perceived value." World Patent Marketing will help you to develop your messaging so that the perceived value in your offer shines through. We can take your initial product and expand it into an entire value system, by piling on the product benefits and offers. Since consumers love to get a lot for a little, expanding the offering can be a key to success.

Is celebrity talent necessary for DRTV?

Not for every product. There have been plenty of DRTV campaigns that didn't have a star or celebrity in sight. Often real people, folks like your viewers, offer more credibility for a given product. On the other hand, celebrities offer a certain type of instant credibility and name recognition. The right star can help to establish an immediate rapport with the audience and can truly move a product.

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E-COMMERCE

World Patent Marketing hasa profound and fundamental understanding of the world of e-commerce marketing. We understand all of the elements, from shopping feed management to pay-per-click, as well as social media, analytics, and e-mail marketing campaigns. We have tools to monitor the results, and we can measure every valuable metric, from your costs to conversion rates and campaign relevance. This allows us to fine-tune your campaign with confidence.

We leave nothing to chance. We constantly upgrade and refine, tweaking what we do, measuring the results, in search of constant improvement. We micro-manage every detail, to give your stunning results.

Our success is your success — that's the only measurement that counts.

Shopping Feed Management

Pay Per Click Management

Marketplace Management

Social Media Marketing

Email Marketing Management

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

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SHOPPING FEED MANAGEMENT

Start Your Successful Shopping Feed

System Here

lanagement

World Patent Marketing has a shopping feed management team that can painlessly guide you through the hassle of implementing and optimizing product data feeds. We can explain in layman's terms how to create strategies to succeed within the current shopping networks, including Google Shopping, Bing Shopping, eBay, and other e-commerce sites.

And we don't stop at visibility and attracting customers to your website. We also focus on converting leads to sales and increasing ROI.

Enjoy a Breakthrough in Shopping Feeds Performance!

We have one objective for our clients, to increase ROI across the board. And that means that we have to increase visibility and target the right audience. We use data feed management strategies to segment the product lines.

We create product groups based on attributes and values. We look at the categories, bidding range, the style of product, male or female, top price, the season, the margins and sales volume to find products with a high likelihood of conversion

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at a profit. We tailor our shopping feed management strategies to convert leads and improve overall ROI. This goes far beyond visibility and customers on the site, it bears directly on profitability.

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PAY PER CLICK MANAGEMENT

Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results humdrum and going nowhere? Do you suspect that your pay-per-click campaign is being run on autopilot? If you haven't heard from your paid search marketing company in months, it may be time for a change. Your competition is going to leave you in the dust if you don't get active and stay on top of it with a forward-looking campaign.

Paid Search with Real World Results

What's the first step in getting great results with a PPC campaign? It comes down to one thing, knowledge. We start the process by

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getting to know your product inside and out,
as well as you business model, your customer
base, your potential target audience, your
competition, analysing latest trends and more.
We take your campaign performance data
and develop a winning strategy that leverages
every phase of your business to produce
strong results. Our PPC strategies give your
business the tools it needs for success.

MARKETPLACE MANAGEMENT

Millions Of New Customers Are Waiting, Find The Right Marketplace

The World Patent Marketing team can give you access to millions of new shoppers. We can put your business on sites like Amazon, Rakuten, eBay, and Sears. It doesn't matter what your line of business is, from a company with a single website, one specific brand, or a manufacturer of multiple goods, our marketplace management team will get you the best exposure in the right place.

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Experienced Marketplace Management

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Offers a Revenue Boost

Ditch those spreadsheets, forget about optimizing, toss those tired and confusing data automating and synchronizing systems in the trash. There is no need to continue to list, and update, and revise your product offerings several times a day. That's not to say that customer service is not important, your product data, prices and inventory had better be accurate.

But, there is a better way to do it.

The World Patent Marketing team of marketplace managers know that each marketplace is unique. Developing and inputting product data can be a nightmare, and management can be a challenge. We make your life easier, by taking those tasks off your back. Our team can manage the entire process, so you can focus on running your business.

SOCIAL MEDIA MARKETING

Make a Splash with Social Media Management

Keep your brand front and center in your customer's mind with social media strategies. Popular platforms like Facebook, Linkedln, Twitter and Pinterest allow you to stay in touch with your customer base 24/7. With a variety of formats, like blogs, tweets, and online videos, you can develop relationships build visibility with potential customers, and rise in search engine rankings. Social media is one avenue to increasing profitability.

World Patent Marketing is a leader in social media management. We create engaging profiles and develop strong customer relationships. We brand your social

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media sites to support your website and ongoing marketing efforts, for maximum effect. Every company and product being different, we create custom campaigns to meet company goals and sales objectives.

Three Key Objectives Of Our Social Media Services

1. Develop an accessible web-friendly site.
2. Ensure that your site is easily shared and accessed by all social media sites
3. Promote your site content to desirable social media communities

We build a strong foundation based on viral content that helps your brand grow. We establish trust and credibility with your customers. We achieve these goals by developing the plan prior to the launch.

radar.

This is quite simply one of the most powerful forms of direct marketing available today. There is no other tool that allows for the same powerful message targeting, building of customer databases, customer support, nurturing ongoing relationships, and tracking of results. In addition, e-mail marketing is inexpensive. Even in a world with a rich social media environment, e-mail is still king when it comes to tested results. At World Patent Marketing, our e-mail marketing service creates custom e-mails for mobile and the web. We design and target your customer base

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for maximum results. Our detailed reporting includes open rates, clickthrough, conversion, bounce, and spam reporting, among other metrics.

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The World Patent Marketing team's diverse skill set allows us to expertly tailor our services to match your exact needs. From full-service engagements to a la carte services, we help our clients launch the best apps & websites possible. Our renowned strategy & planning team works alongside our world class branding and digital design experts. We create beautiful and engaging designs, matched only by the intuitive and innovative user interfaces that those designs are based on. Our expert development and finishing cap it all off

When we create a logo, we aren't just creating an identity-we're creating a whole new language.

Absorbing your spec, we create draft concepts. Of those, we select the best and explore further. After strict review and reflection, we narrow down the direction to a single concept. We then explore and refine until your brand is perfect.

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It's easy to know what elements you need on the screen. But laying them out is the tricky part.

Have you ever had an app react perfectly on cue and feel totally natural? That's the sign of an expert UI. Achieving this means taking our work beyond mere wireframes. At the end of the UX phase, we will present you with your app's blueprints.

USER INTERFACE

Once wireframes & blueprints are created, we formulate the UI. The UI extends upon the language of your brand to create a fully fledged identity.

We select key screens from the blueprints to begin our creation process. Once the UI is finalized, most developers would move on to development. But at World Patent Marketing, that's when we get started with polish.

Your app comes to life during UI and UX, but our round of polish is where the magic happens. It's where we add that extra little something that is World Patent Marketing's signature style.

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Notice how this site you're on is a bit slicker than the others you've visited lately? That's polish. We perfect animations, transition states, and add all the fine details and special touches that make an app a World Patent Marketing app.

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Concepting & Strategy

From fully fleshed-out concepts to one-sentence pitches, this is where our team stress-tests every project that comes through World Patent Marketing's doors. We want to know why your idea makes sense, why it's going to be successful, why anyone would care about it. This is where our expert strategists will challenge assumptions and overhaul business plans.

Working hand-in-hand with our clients, we take your initial concept and merge it with everything the World Patent Marketing team knows about mobile, about startups, about what does and doesn't work. We turn ideas into actual products.

Once we all agree on a general direction, World Patent Marketing's team fleshes out all the details. One of the great benefits of this process is that minutes in

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strategy translate to an hour in wireframing, a few hours in design, and days or even weeks in development.

Deliverable: The Feature Set

The feature set is your project's bible. It's a plain-English, written description of how your app is going to work. It's what our designers use to come up with designs and our developers use as a guideline for coding. It is the foundation for all the steps to come.

Branding & Design

One of the biggest is the solid design behind everything we do. In a crowded marketplace, the perfect design will help your product stand out. It's the first touchpoint you'll have with users, and it's important to make it count.

Our diverse group of designers are united by their passion for good design and high-end aesthetic. No matter which of our

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The functionality of your app and how solidly it's coded is critical. But when it comes

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to first impressions, it's all about design. The look and feel of your app will set the tone for everything else. Our team is deeply experienced and well-trained, with each designer balancing illustrative creativity with a deep understanding of app layout.

Development & Launch

Development isn't just about writing code. The very first step in developing a perfect app is figuring out its architecture. We loop in our lead architect and a team of senior developers to pick the perfect technology stack for your product.

When it's time for development to actually start, we assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new, incremental build at the end of each fortnight.

Incremental quality assurance analysis means that there are no surprises at the end. And once the app is ready for the public, we launch it to the store and your app goes live. Our team does everything from making sure your desired app name is available in the store to ensuring every app gets through Apple's notoriously fickle acceptance process.

Marketing

Launching an app is no easy feat. But getting your app to the store is only half the battle. When it comes to marketing, there is no one-size-fits-all solution. And so World Patent Marketing has built a robust network of in-

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house marketing experts.

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Getting Expert Help

While your app is in development, our team will

assess the marketing goals and opportunities for

your app, then proceed with our hand picked

roster of experts. From press coverage to explainer

videos, we've got you covered.

Getting Noticed By Apple

We have relationships with Apple and we know how

they think. If there's any way to get your app featured in the App Store, we'll find it.

Maintenance

We offer maintenance packages that cover everything

from the occasional checkup all the way up to ongoing

feature expansions and whole new versions.

And when it makes sense to bring on your own team

to take over the app, we can help. We'll even put your

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potential hires through the same rigorous evaluation

we created for our own team.

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DESIGN AND ENGINEERING

Concept Generation

Three Dimensional Virtual Prototype

Industrial Design Services

Three Dimensional Product Animations

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At World Patent Marketing, concept development begins with a team effort, to collaborate, share ideas, and work out the details of your invention idea. This is a critical phase of the project, where we seek input from all of the different departments, engineering, design, marketing, manufacturing, in order to arrive at the best solutions quickly. From these sessions, models and drawings are created for your feedback and approval.

These sessions are creative storms, brainstorming is commonly used. Our multi-disciplined team examines the product from various angles, offering input and ideas, trying out all of the possibilities. They look at the project from every possible angle, including engineering, design, materials, manufacturing methods, functionality, details, color and finish. The drawings and models bring these ideas to life and become the starting point for your product.

We have many design choices, the particular product dictates the best method for presenting product drawings and models. When the details are finished, your product is ready to be made into a presentation prototype.

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WorldPatentMarketing.com | info@worldpatentmarketing.com

AMERICAN OVERSIGHT

INDUSTRIAL DESIGN SERVICES

The World Patent Marketing design team works closely with our manufacturing department to create your final product designs. These designs build upon the best aspects of your unique vision, while adapting it to high quality manufacturing requirements. Our goal is to create a product that is useful, elegantly designed, durable, stands out in the marketplace, and can be manufactured at a price point that ensures success in the marketplace. Our teams have extensive experience in designing, refining, developing, and manufacturing successful products. The team incorporates the skills of designers, as well as in the fields of electrical, mechanical, materials, and industrial engineering. This technical knowledge, expertise, and experience are invaluable when it comes to efficiently developing and manufacturing successful, functional products.

Three-Dimensional Product Animation

Our 3D product animations are an important step in the design process. At World Patent Marketing, we have found that 3D product animations, or 3D prototypes as the are also called, are one of the best low cost ways to demonstrate how your product works, what it looks like from every angle, and to refine design details.

Demonstrate Product Details

Video is a great way to advertise and market your product. But during the development stage, 3D animations are superior. With 3D animation, you can test your product without having to go through the expense of making a physical prototype. The 3D animation allows you to look at the product from every angle, almost pick it up and turn it around, and even look at the details inside. And you can zoom in or out, to perfect the smallest details.

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THREE-DIMENSIONAL PRODUCT ANIMATION

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Get to Market Faster

3D animation doesn't require a physical prototype, as video or photography does. So you can begin marketing your product to investors, and retailers faster with 3D animation. With 3D animation you can present your product at meetings and trade shows, without going through the expense of manufacturing the product first.

Save Time and Production Costs

You don't need to hire a film crew and production team to produce a 3D animation. This can save a tremendous amount of time and money. Plus, 3D animations are usually

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developed from your engineering CAD files,
they take advantage of essential work that has
already been done. 3D animation can be a rea
time and money saver over video, particularly
in the early stages of the invention process.
And product details can be easily changed,
allowing for market tests and changes to made
easily and efficiently.

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Prototypes are essential to the product development process. High quality prototypes are essential to design, manufacturing, and marketing plans. Technology has rapidly advanced and altered the process of prototype design and production. World Patent Marketing uses the most advanced techniques, selected on a case by case basis to best suit each particular project. We offer four types of prototypes:

PROTOTYPE

FOUR TYPES OF PROTOTYPE

PRESENTATION PROTOTYPE

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The first phase of product production involves creating a presentation prototype. This prototype has the look and feel of the actual finished product. It should look and feel like the finished product. It is used to for marketing presentations and to test and finalize design details like the color, texture and finish.

PROOF-OF-CONCEPT PROTOTYPE

The second phase of a product prototype process involves the creation of a proof-of-concept prototype. This prototype usually doesn't look like the finished product, it is created to test if the concept works. These are sometimes necessary for the patent application and investment.

FUNCTIONAL PROTOTYPE

The third phase of a product prototype is the building of a finished model. These are often done in small run manufacturing facilities. It will look and work just like the finished product, but it is not necessarily built in the same manufacturing plant or on the same machines. It is useful for creating an actual physical model of the final product.

PRODUCTION PROTOTYPE

The fourth and final phase of a prototype is an actual working product. It is built on the exact same machines and assembly lines as your final invention. This prototype allows you to approve the details of your invention. It is very important to have a perfect production prototype before proceeding to mass manufacture of your product.

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

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CREATING THE PROTOTYPE

Your Design Becomes Reality

World Patent Marketing uses prototypes as a design tool. They help us to refine the product concept, they are models of the final product.

Prototyping is crucial to product development since you're creating a unique product.

Prototypes allow you to thoroughly examine your design, test it and alter it and test it again. Prototyping allows the developer to check for flaws and to make sure the product works correctly and is easy to use. In addition, the prototype is a physical version of your idea that can be shown to potential investors. One other crucial part of prototype testing is safety. The prototypes offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.

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ADVANTAGES OF PROTOTYPES

1. Prototypes enable you to test and refine your design. This includes for functionality, appearance, and cost of manufacturing. There is no substitute for a physical model when it comes time to make the final assessment on these processes and features. A physical prototype allows you to determine if the product works as expected, and eliminate unforeseen issues or potential problems.

2. Prototypes allow you test the performance of different materials. The only way to be sure that particular materials will be durable and stand up to the required use for a new invention, is to build a prototype and test it. The prototype allows you to discover and repair design flaws early in the invention process.

3. Prototypes help you to communicate the features and function of your product more easily; that includes to investors, buyers, and most importantly your product development team.

4. Great prototypes encourage others to take your product seriously. There is simply no question that in a head to head competition between two product ideas, the inventor with the superior prototype is going to shine and have greater credibility. It's simply human nature. A high quality prototype can put you over the top and provide an edge in attracting investors and a quality team.

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WPM CHINA MANUFACTURING

Your One Stop Shop to Build and Scale

New Products Successfully

World Patent Marketing has developed a well-tested process which streamlines the manufacturing of new products. We can build new products efficiently, and rapidly scale the process for large production in minimal time. With manufacturing hubs in Shanghai Hangzhou, and Shenzhen, we offer maximum flexibility and efficiency.

The Build Process

The Scale Process

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THE BUILD PROCESS

VETTED FACTORIES

Choosing the right factory is one of the most important aspects of production. It is also the one in which most lone entrepreneurs make their biggest mistake. They simply do not know what to look for or how to protect their interests. World Patent Marketing overcomes this problem by having a core group of factories at our disposal. These facilities are carefully vetted and over time we have established trust and confidence with the staff. Our facilities have varying specialties and we are aware of which factories are best for particular inventions and products. With our network of facilities we can manufacture products in almost any product category. We have bullet-proof supplier agreements that protect your interest in both production quality and protection of intellectual property.

INDUSTRY EXPERTS

Over the last several decades, Asia has become the manufacturer of the world. As such, they have the most experienced experts and manufacturing talent on the planet. World Patent Marketing has attracted the best of them, creating a team of qualified ™ industry experts in a wide field of manufacturing services. Whether you require plastic injection molding, material stamping, PCB fabrication, high-

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tech batteries, sophisticated optics, machining or fabrication, our team is up to the task. Our factory representatives work closely with design teams and inventors to overcome design and engineering challenges and produce high quality finished products. Our Expert Agreement protects intellectual property throughout the process.

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MERCHANDISING HUBS

World Patent Marketing incorporates merchandise hubs to keep projects on track. Our product teams oversee and coordinate the entire product development process. Through a variety of proprietary communications technology and communication software, we manage tasks, track discussion, maintain files on changes and sign-offs, and make it available online so the entire team can stay current on development progress. Frequent communication is required to successfully complete projects. We have developed a system to maintain clear, transparent and open communication at all times. Our hubs keep everyone in touch and projects on track.

SMALL BATCH MANUFACTURING

First orders are usually for small-runs of a

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product. These do not require large-scale manufacturing. We have facilities in China that are dedicated to smaller production runs. They coordinate with other facilities, to easily transfer tooling and technology to larger factories.

PRODUCT CERTIFICATION

Product certification is critical in almost every industry, from consumer products, to electronics, and medical devices. We partner with various agencies and companies to make the process smooth and efficient. Their 40,000 employees worldwide ensure that you have the correct information, testing and certification for your destination market.

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SCALE METHOD

Manufacturing is one of the most important aspects to developing and launching a product in the marketplace. It affects the quality and price

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of your final product. As your product becomes successful, one of the challenges is scaling production from small runs to larger runs. Because of our numerous core facilities throughout China, we are able to quickly, efficiently, and reliably scale production for our products.

OPERATIONS

Operating manufacturing facilities in China is fraught with difficulties for the unwary investor who lacks on the ground connections. Management of those operations is critical to your success. We have created a standardized process that streamlines the process and provides quality control and communication at every level. Our merchandisers, who are located in country at our hubs, oversee all operations from fulfillment to shipping and tracking. They also handle inventory control, testing and maintenance. Our method offers reliability, efficiency and low cost to our clients.

PRODUCT EXTENSIONS

Sustaining continual growth requires innovation and advancement, in the form of frequent product updates and product line extensions. As a One Stop Shop, World Patent Marketing has the

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team resources, and the depth of specialized talents, to help you quickly accelerate your product development strategies and bring updates and extensions online continuously. Our strategic partnership with a number of companies which give us access to a team of top-notch freelance designers who can handle all aspects of industrial, packaging, and graphic design. All of the tools you need are at your disposal with a phone call or e-mail.

SALES CHANNEL DEVELOPMENT

Let us help you sell your product. We have developed an extensive network of strong relationships with some of the largest retailers in North America and Europe. With our network and strength, you can breakthrough the "single vendor" problem, and reach the buyers you need to put your product on the shelves.

PURCHASE ORDER FINANCING

Tap into our network to solve cash flow problems. As you scale, cash flow becomes increasingly challenging. Therefore, we offer purchase order financing for products manufactured in our facilities. We also have a network

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of investors who can provide growth capital on an equity sharing basis for products in need of liquid capital.

FREIGHT & LOGISTICS SUPPORT

We offer logistics support through a number of third party partners. These operations are housed stateside, with both offices and warehouses. Through them, we are able to offer warehousing, order fulfillment, shipping, distribution and customs services. This allows us to offer vertically integrated services from the factory floor to the customer

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CHINESE MARKET

Everyone wants to crack the one-biliion person market, China. Yet, selling products in China is almost impossible for American and Europeans lacking connections. We can solve that problem on several fronts, including consumer messaging,

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distribution, online sales, and retail stores.

We can help you put your product on the

shelves in China.

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FREE PATENT REFERRAL

Is your idea protected?

World Patent Marketing can refer you to an independent patent attorney or agent that is part of WPM's Patent Referral Network. He or she can help prepare a utility, design or plant patent application with the US Patent and Trademark Office. World Patent Marketing is not a law firm and does not provide legal advice. All legal questions regarding the patent filings must be communicated directly with your selected patent practitioner.

THE PROVISIONAL PATENT APPLICATION

♦ Allows you up to a year of protection, during which time you can determine the commercial potential of your invention. This is a window of opportunity before you need to commit to the cost of filing and prosecution of a regular application for a patent. When you file the provisional patent application, you are a lowed a year to assess the potential. A year may not be enough time to fully assess the value and potential of an invention, but it is nonetheless a valuable window that protects your

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invention while you begin the steps of production and marketing. If you have not found any interest at all in a year, you may want to rethink going through the time and expense of filing fora regular patent.

♦ When you have a provisional patent, you use a "Patent Pending" notice to prevent people from infringing upon or copying your invention. The notice lets people know that you have gone through the appropriate steps to protect your invention, and that they cannot copy it or reproduce it. It may seem to be a small protection, but most of the types of people who actively look for good ideas to steal and copy, will automatically stay away from those marked "patent pending." It isn't worth it to them to get involved in a patent battle or lawsuit. The "patent pending" notice has much the same effect as a sign on the front of a house stating that there is monitored burglar surveillance; thieves leave both of them alone.

♦ An important aspect of the provisional patent application filing is that it established a fixed and legal date. If the provisional patent is granted, it is enforced from the day of the filing. The United States is now a first-to-file country, so the filing date is important for inventors' rights.

♦ The provisional patent application offers inventors privacy along with protection. Provisional patents are confidential, unlike regular patents. During the 12 month period, no one can find out information about your patent, and no information can be disclosed, except under two cases:

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1. When you make regular patent application in that time.

2. When there is a dispute regarding your rights to the patent.

With these two exceptions, the provisional patent is a confidential document that keeps the details regarding your invention safe.

UTILITY PATENT PROTECTION

(U.S. Protection Only)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, ora new and useful improvement thereof. The utility patent generally permits its owner to prevent others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

DESIGN PATENT APPLICATION

(U.S. Protection Only)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right, a bit like copyright for products. Ornamental designs of jewelry, clothing, food containers and computer icons are examples of objects that are covered by design patents. The Design Patent permits its owner to exclude others from making, using, or selling the design. Design patents are granted for the term of fifteen years.

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Smart Product Building Guide

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History

10/16/2016	Viewed by - (duane.cleere@gmail.com)
16:13:11 UTC-5	IP: 174.16.200.188
11/13/2016	Signed by - (duane.cleere@gmail.com)
22:54:12 UTC-5	IP: 75.166.174.125
11/13/2016	The document has been completed.

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COMPLETED

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COOPER IDEA FOUNDATION

MARKETING PORTFOLIO



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COOPER IDEA FOUNDATION

PRODUCT BRANDING



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FTC-18-0836-B-000351

Protect Your Cool Rims with the Rim-A-Tatch

When it comes to vehicles, a lot of car owners would like to make it look more aesthetically pleasing. With this desire to make their cars look cooler and more hip, they would normally replace their tire rims with something more sleek and modern. These rims can be quite costly to purchase and for this reason, car owners would like to maintain its shine and appearance for a longer period of time. The problem with this is that tire rims can acquire damage when cleaning the tires or during repainting and glossing jobs. Fortunately, with the appearance of the Rim-A-Tatch, keeping the aesthetics of one's tire rims is as easy as 1-2-3.

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No More Dull Rims

The Rim-A-Tatch is a nifty device which allows a person to keep their tire rims protected against paint marks, water stains and ultimate dullness. It can be easily attached and detached from the wheel with a simple move and is absolutely lightweight which makes it easy and convenient for the user to transfer it from one wheel to another. Its circular design also makes it compatible with any wheel size and will never go out of date with its versatile physical features. What it truly amazing about the Rim-A-Tatch is that it can protect expensive rims from acquiring paint stains during paint or glossing tasks. One can also shield a car's rims when cleaning the tires with a high pressure hose. With the Rim-A-Tatch, one can now maintain the cleanliness and beauty of their vehicle's rims without any complications.

GUARD YOUR RIMS WITH **RIM-A-TATCH**

Rim–A–Tatch can help protect car rims from damage caused by cleaning and repainting.

Surprisingly enough, tire rims are not just damaged through wear and tear but mostly through the process of cleaning and/or repainting the tires.

10 THINGS YOU NEED TO KNOW ABOUT **RIM-A-TATCH**

- Easy to Attach
- Easy to Remove
- Hip and Stylish
- Takes Little Space
- Easy to Manipulate



- Convenient to Use
- Simple
- Lightweight
- Circular shape that can fit all types of wheels

With the help of Rim–A–Tatch, your tire rims will never look dull and stained. Simply attach it when having the wheels cleaned or repainted and your expensive rims will always look brand new.

RIM-A-TATCH

**Patent Pending

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FTC-18-0836-B-000333



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MEDIA COVERAGE



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FTC-18-0836-B-000357

Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim-A-Tatch, A Stylish And Timeless Invention For The Automotive Industry

Share Article

The New York Inventor Exchange approves the Rim-A-Tatch for licensing and trading intellectual property rights.

CHICAGO, IL (PRWEB) SEPTEMBER 13, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Rim-A-Tatch, an automobile invention that covers and protects the rims of car wheels.

"The Auto Mechanics market is worth $62 billion," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The years of recession led to a drop in disposable income, causing many consumers to turn to auto parts retailers or fix their vehicles on their own. Others opted to delay non essential car and truck repairs as long as possible with different devices and contraptions."

"Cars are a way to define one's lifestyle," says Cattya Bella, Director of Product Development for World Patent Marketing. "Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly; that is why having a protective accessory for car parts is an absolute must to any car enthusiast. Our newest automobile invention, Rim-A-Tatch does just that."

The Rim-A-Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

"This is easy to use, stylish and timeless, as well as convenient and lightweight," says Vladimir P., inventor of the Rim-A-Tatch. "This automobile invention will help car owners protect their vehicle's rims. It will also decrease their car expenses because of needed rim

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FTC-18-0836-B-000358

replacements. It will also be a breakthrough automobile invention for car detailing and automobile shops that does cleaning and paint jobs. It covers the rims well, thus reducing the frequency of rim damage and increasing client satisfaction."

Rex Roth, a car owner from Cincinnati, OH, has this to say about the Rim-A-Tatch: "This automobile invention is a great way to protect your wheels. It certainly helps vehicle owners like myself steer clear of unnecessary expenses and keep your wheels looking new. Rim replacements will certainly be less frequent with this on hand."

The Rim-A-Tatch not only is a protective car accessory, it also helps keep the car rims look new and clean.

About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is broken into eight operating divisions. These include WPM Research, WPM Patents, WPM Web & Apps, WPM Prototyping, WPM Manufacturing, WPM Capital Ventures, WPM Social Media and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

WPM Research: evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

WPM Patents: develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

WPM Web & Apps: offers complete development services for web site and mobile apps, including: research, design, code, application of skins, testing, and distribution. Also offers top quality design and artwork, a necessary element in the crowded field of web site and mobile apps.

WPM Prototyping: works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

WPM Manufacturing: provides overseas production from all 14 major industrial zones in China, Taiwan and South Korea. Having access to a staff on the ground in China makes all the difference in achieving the best price, quality, and turnaround time.

WPM Capital Ventures: provides seed funding for startups. Seed funding is the earliest stage of venture funding. WPM's goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.

WPM Social Media: has created an innovative, specialized approach that we use to power social media marketing for some of the world's best brands. Brands choose us because, as one of the world's most innovative companies, we know how to turn business objectives into realities in creative, strategic and measurable ways.

WPM Retail: Offers shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

World Patent Marketing Reviews

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, Yellow Pages, Yelp, Reseller Ratings and My Three Cents. World Patent Marketing has received accredited status and is an A+ Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing is also a proud member of the National Association of Manufacturers, the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.

World Patent Marketing Advisory Board

Scott J. Cooper, CEO and Creative Director, World Patent Marketing
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Richard Sulaka, Macomb County Deputy Public Works Commissioner
Matthew Whitaker, Former US Attorney, Iowa

WORLD PATENT MARKETING AFFILIATES

The New York Inventor Exchange

World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first of its kind marketplace. It will level the playing field for small inventors being bullied out of the manufacturing and mobile app development marketplaces by multi-national corporations with deep pockets. The New York Inventor Exchange diverse markets span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers.

Invention Town

World Patent Marketing has also announced the launch of InventionTown.com, America's Inventor Watchdog.

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Shop World Patent Marketing

World Patent Marketing launched Shop World Patent Marketing as another retail distribution channel for manufactured products.

The Cooper Idea Foundation

The Cooper Idea Foundation is dedicated to providing funding for special causes around the world. Established by the Cooper Family, the Foundation believes that innovation is vital to the state of the world's children. Led by Scott Cooper, the Foundation's goal is to help young people push the boundaries of what's possible and create a future they want. Our goal is to raise expectations and the hopes and dreams of every child on Earth.On June 9, 2015, The Cooper Idea Foundation and World Patent Marketing pledged $250,000 to Inventors and Engineers Youth Village and most recently dedicated The Cooper Kindergarten.

The Cooper Idea Foundation has funded an educational video series on YouTube for World Patent Marketing.

Recent Videos Include:

The History of the Patent
Greatest Inventors of Our Time
Greatest Patents of All Time
Early Failures of Successful Entrepreneurs
Great Entrepreneurs Who Began Life Poor
Youngest Inventors of All Time
Immigrants That Made It Big
Social Media Sites That Changed the World
Donald Trump - What World Patent Marketing's Customers Can Learn
Lessons From the Men Who Built America

Submit Your Idea to World Patent Marketing!

Check out World Patent Marketing Reviews.



Introducing The Rim-A-Tatch

"The Auto Mechanics market is worth $62 billion. The years of recession caused many consumers to turn to auto parts retailers or fix their vehicles on their own," says Scott Cooper, CEO and Creative Director of World Patent Marketing.

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By: PRWeb via PRWeb September 13, 2015 at 16:30 PM EDT

Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim-A-Tatch, A Stylish And Timeless Invention For The Automotive Industry



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Chicago, IL (PRWEB) September 13, 2015

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“Cars are a way to define one’s lifestyle,” says Cattya Bella, Director of Product Development for World Patent Marketing. “Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly; that is why having a protective accessory for car parts is an

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The Rim□A□Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

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The Rim□A□Tatch not only is a protective car accessory, it also helps keep the car rims look new and clean.

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By: PRWeb via PRWeb

September 13, 2015 at 16:30 PM EDT

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Market Movers

Most Actives

Symbol	Last	Volume	Change (%)
SPY	198.46	113.7M	+2.45 (+1.25%)
AAPL	116.28	43.3M	+0.97 (+0.84%)
QQQ	106.49	29.9M	+1.24 (+1.18%)
IWM	115.94	26.7M	+1.29 (+1.13%)
NFLX	99.16	22.6M	+3.47 (+3.63%)

Percent Gainers

Symbol	Last	Volume	Change (%)
BNTGW	2.50	900.0	+0.48 (+23.76%)
CAPN	2.80	4.5M	+0.50 (+21.74%)
ZIONZ	2.41	101.4K	+0.39 (+19.31%)
IRCP	31.00	851.0	+5.00 (+19.23%)
NBG-PA	6.40	106.6K	+1.00 (+18.52%)

Percent Losers

Symbol	Last	Volume	Change (%)
XNPT	4.84	16.0M	-1.89 (-28.08%)

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TVIX	10.66	22.4M	-2.63 (-19.79%)
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Posted: Sep 14, 2015 4:31 AM

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Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim-A-Tatch, A Stylish And Timeless Invention For The Automotive Industry

Posted: Sep 14, 2015 4:31 AM

The New York Inventor Exchange approves the Rim-A-Tatch for licensing and trading intellectual property rights.

Chicago, IL (PRWEB) September 13, 2015

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"The Auto Mechanics market is worth $62 billion," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The years of recession led to a drop in disposable income, causing many consumers to turn to auto parts retailers or fix their vehicles on their own. Others opted to delay non essential car and truck repairs as long as possible with different devices and contraptions."

"Cars are a way to define one's lifestyle," says Cattya Bella, Director of Product Development for World Patent Marketing. "Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly that is why having a protective accessory for car parts is an absolute must to any car enthusiast. Our newest automobile invention, Rim-A-Tatch does just that."

The Rim-A-Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

"This is easy to use, stylish and timeless, as well as convenient and lightweight," says Vladimir P., inventor of the Rim-A-Tatch. "This automobile invention will help car owners protect their vehicle's rims. It will also decrease their car expenses because of needed rim replacements. It will also be a breakthrough automobile invention for car detailing and automobile shops that does cleaning and paint jobs. It covers the rims well, thus reducing the frequency of rim damage and increasing client satisfaction."

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FTC-18-0836-B-000372

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By: PRWeb via PRWeb

September 13, 2015 at 16:30 PM EDT

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house	$0	$4.95
Scottrade	$2,500	$7
E*TRADE	$500	$9.99



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The Cooper Idea Foundation

The Cooper Idea Foundation is dedicated to providing funding for special causes around the world. Established by the Cooper Family, the Foundation believes that innovation is vital to the state of the world's children. Led by Scott Cooper, the Foundation's goal is to help young people push the boundaries of what's possible and create a future they want. Our goal is to raise expectations and the hopes and dreams of every child on Earth.On June 9, 2015, The Cooper Idea Foundation and World Patent Marketing pledged $250,000 to Inventors and Engineers Youth Village and most recently dedicated The Cooper Kindergarten.

The Cooper Idea Foundation has funded an educational video series on YouTube for World Patent Marketing.

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By: PRWeb via PRWeb

September 13, 2015 at 16:30 PM EDT

Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim□A□Tatch, A Stylish And Timeless Invention For The Automotive Industry



The New York Inventor Exchange approves the Rim□A□Tatch for licensing and trading intellectual property rights.

Chicago, IL (PRWEB) September 13, 2015

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"Cars are a way to define one's lifestyle," says Cattya Bella, Director of Product Development for World Patent Marketing. "Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly; that is why having a protective accessory for car parts is an absolute must to any car enthusiast. Our newest automobile invention, Rim□A□Tatch does just that."

The Rim□A□Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

"This is easy to use, stylish and timeless, as well as convenient and lightweight," says Vladimir P., inventor of the Rim□A□Tatch. "This automobile invention will help car owners protect their vehicle's rims. It will also decrease their

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Posted: Sep 14, 2015 4:31 AM

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Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim-A-Tatch, A Stylish And Timeless Invention For The Automotive Industry

Posted: Sep 14, 2015 4:31 AM

The New York Inventor Exchange approves the Rim-A-Tatch for licensing and trading intellectual property rights.

Chicago, IL (PRWEB) September 13, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Rim-A-Tatch, an automobile invention that covers and protects the rims of car wheels.

"The Auto Mechanics market is worth $62 billion," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The years of recession led to a drop in disposable income, causing many consumers to turn to auto parts retailers or fix their vehicles on their own. Others opted to delay non essential car and truck repairs as long as possible with different devices and contraptions."

"Cars are a way to define one's lifestyle," says Cattya Bella, Director of Product Development for World Patent Marketing. "Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly that is why having a protective accessory for car parts is an absolute must to any car enthusiast. Our newest automobile invention, Rim-A-Tatch does just that."

The Rim-A-Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

"This is easy to use, stylish and timeless, as well as convenient and lightweight," says Vladimir P., inventor of the Rim-A-Tatch. "This automobile invention will help car owners protect their vehicle's rims. It will also decrease their car expenses because of needed rim replacements. It will also be a breakthrough automobile invention for car detailing and automobile shops that does cleaning and paint jobs. It covers the rims well, thus reducing the frequency of rim damage and increasing client satisfaction."

Rex Roth, a car owner from Cincinnati, OH, has this to say about the Rim-A-Tatch: "This automobile invention is a great way to protect your wheels. It certainly helps vehicle owners like myself steer clear of unnecessary expenses and keep your wheels looking new. Rim replacements will certainly be less frequent with this on hand."

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By: PRWeb via PRWeb

September 13, 2015 at 16:35 PM EDT

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World Patent Marketing
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Bill Flanagan
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Press Release | Sun Sep 13, 2015 4:37pm EDT

Hipster's Skinny Jeans Are Out And World Patent Marketing's Miller Industrial Jeans Are In For Hard Labor

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BILL FLANAGAN

AMERICAN OVERSIGHT


936-B-000417

Scott J. Cooper

CEO and Creative Director of World Patent Marketing

Director and Founder of The Cooper Idea Foundation

Ambassador Dell L. Dailey

Head of US State Department Counterterrorism Office

Lieutenant General, United States Army

General Nitzan Nuriel

Brigadier General of the Israel Defense Forces

Honored by US Congress for Commitment to World Security

Dr. Aileen Marty

Appointed to President Obama's Advisory Council on Combating Antibiotic-Resistant Bacteria

Advisor to White House, Department of Defense, Department of Homeland Security, Center for Disease Control, National Institutes of Health, Department of State, World Health Organization

Brian Mast

Candidate for US House of Representatives, Joint Special Operations Command (JOSC)

Army Hero, Double Amputee, Awarded Medals for Valor, Merit and Sacrifice,

President Barack and Michelle Obama's Special Guest to State of the Union Address

Matthew G. Whitaker

Former US Attorney, Southern District of Iowa

Executive Director of The Foundation for Accountability & Civic Trust

AMERICAN OVERSIGHT

Pascal Bida Koyagebele

Central African Republic Presidential Candidate

Leader of KITE, the Farmer's Political Party

Voice Achievers Award Winner for African Political Leadership

Dr. Ronald Mallett

World Famous Theoretical Physicist, Academic and Author of Time Traveler

Solved Einstein's Basic Equations and Theories on Space Time and Circulating Laser Light

Physics Professor at the University of Connecticut

Richard Sulaka, Jr.

Macomb County Deputy Commissioner

Moti Horenstein

World Heavyweight Champion in Martial Arts

Special Forces Commando Unit of Israel Defense Forces

Guiness Book of World Records Holder

AMERICAN OVERSIGHT

To: scott[scott@worldpatentmarketing.com]
From: Andrew Levi
Sent: Wed 8/3/2016 12:09:51 PM
Subject: Fwd: World Patent Marketing

Is the number in the report an official patent number?

Sent from my iPhone

Begin forwarded message:

From: (b)(6) @gmail.com>
Date: August 2, 2016 at 6:11:34 PM EDT
To: Andrew Levi <alevi@llmlawfirm.com>
Subject: RE: World Patent Marketing

Mr. Levi,
What I am asking of you and by extension your client is not beyond the realm of reasonableness nor comprehension.

Put simply, when a patent application is filed, an official filing receipt is sent back confirming the patent in question and name of the patent applicant and future patent holder.

http://www.uspto.gov/web/offices/pac/mpep/s503.html

Your client, however, has only sent me a report that they themselves devised, which is neither the official USPTO patent application receipt that I am demanding, nor something uncapable of being a complete falsification.

Additionally, you and by extension your client have completely and conveniently ignored the concerns that I addressed in an email 3 weeks ago, which I will again display here for your reference:

World Patent Marketing (whose very name implies the marketing of patents) ends their contractual obligation to their clients once their patent is filed AND YET also has a website that sells it's clients' inventions? Yeah, that makes absolutely no sense unless that website is a ruse and it's sole purpose of existence is to attempt to disqualify it's parent company as an invention promoter as defined by AIPA. If you try to click on the shopping section from the official website, it is a dead link, but the hyperlink you sent me again conveniently works just fine. Many of the things sold on that site are clearly NOT inventions that WPM had anything to do with (phone cases, printer ink, three-ring binders... are you kidding me?). The "as seen on TV" section is a laughable assortium of products that were definitely not advertised on television. Am expected to believe that WPM also sells copyrighted materials such as music and movies on that site too? Really? Did WPM help patent those things?

I was conveniently never told until now that WPM sells their inventions online. I was expressly promised that WPM attends tradeshows and will then market (again, as the names implies) it's patents so that when the patent does make money, WPM collects 10% of royalties while I keep the remaining 90%. I was told specifically that either I could pursue the patenting and promotion process all on my own and attend tradeshows with my patent by myself OR having WPM do all of that for me. Again, none of this would make any sense if WPM ends it's contractual obligations at patent filing.

AMERICAN OVERSIGHT

Another abdurdity is claiming that a website disparaging invention promotion schemes would be composed

by a competitor. That's like Subaru trying to lower Porsche car sales by commisioning an article for the New York Times on how terrible of an idea it is to by a new car; it's a lose-lose.

Also, why would so many reputable people work for a company that apparently just assess ideas and files patents? Theoretically WPM's only income is from the Global Invention Royalty Analysis fees, as the second fee is supposedly only used for filing the patent.

So to be crystal clear, if I do not receive BOTH the official patent application receipt from the USPTO proving that my patent was filed and that I am the future patent holder AND a detailed acknowledgement of and explanation for the aforementioned valid concerns, I will excercise my legal right to file legitimate complaints against WPM that in no way, shape, or form constitute punishable slander.

Prove that my specific claims are baseless. Prove that a legitimate patent application was indeed filed and that I am the future patent holder. Again, these are easily understable and perfectly reasonable demands.

-------- Original message --------
From: Andrew Levi <alevi@llmlawfirm.com>
Date: 8/2/16 2:37 PM (GMT-08:00)
To: (b)(6) @gmail.com>
Subject: RE: World Patent Marketing

(b)(6)

I do not believe that there is anything further to provide to you. Your threats to file baseless claims against my client or to besmirch its reputation in order to extract a refund are nothing more than extortion. Proceed at your own peril.

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

From: (b)(6) @gmail.com]
Sent: Monday, August 01, 2016 12:10 AM
To: Andrew Levi <alevi@llmlawfirm.com>
Subject: Re: World Patent Marketing

AMERICAN OVERSIGHT

Dear Mr. Levi,

Your refusal to address the concerns that I raised about WPM nearly 3 weeks ago is indicative of a few possible scenarios:

1) You are deliberately ignoring me out of denial

2) You did, in fact, research the absurdities of your client and thus decided to cease representation

3) Or something else entirely...

Whatever the case, I expect a prompt explanation for your lack of correspondence AND an official patent application receipt NOT created by WPM proving that I am indeed the patent holder. If this does not happen within a reasonable time frame, I can and will use my legal rights to file the aforementioned complaints against WPM.

On Wed, Jul 13, 2016 at 6:24 PM, Andrew Levi <alevi@llmlawfirm.com> wrote:

(b)(6)

Attached please find the report proving that your patent was filed. Under the agreement, WPM's obligations to you end once that occurs.

I believe the link you cited was posted by a competitor. WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (iii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; (iv) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counterterrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

WPM has fully met its obligations under the contract. I urge you to stop your suggestions that you have been "swindled" in any way.

Have a good evening,

AMERICAN OVERSIGHT

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

From: (b)(6) @gmail.com]
Sent: Wednesday, July 13, 2016 8:43 PM
To: Andrew Levi <alevi@llmlawfirm.com>

Subject: RE: World Patent Marketing

Dear Mr. Levi,

I do not have any agenda of defaming a legimate company, nor do I care to get involved in a slander lawsuit.

I do, however, believe that I have been swindled out of a large sum of money by a skilled group of people knowledgeable of legal loopholes. Your client promised me things like weekly udpate correspondence, but instead exhibited a number of suspicious business behaviors mirroring EXACTLY the kind of scam artists that AIPA protects against, which *conveniently* does not apply to WPM.

This page sums explains what I'm talking about...

https://inventorwarning.wordpress.com/tag/world-patent-marketing/

I fully understand that you've no obligation to care at all about what I saying, much less give me any advice on the matter, but if you do have any input on what you as a skilled laywer think I should do, I would greatly appreciate it. Otherwise, I just threw away over $10,000 on a patent that I have no proof exists and services that most certainly won't continue.

AMERICAN OVERSIGHT

Thank you for your time,

(b)(6)

-------- Original message --------
From: Andrew Levi <alevi@llmlawfirm.com>
Date: 7/12/16 10:35 AM (GMT-08:00)
To: (b)(6) @gmail.com>
Subject: RE: World Patent Marketing

Dear (b)(6)

Your assertion that World Patent Marketing was required to make the disclosures below is based on your mistaken belief that WPM is an "invention promoter," as defined by the American Investors Protection Act of 1999 ("AIPA"). It most certainly is not.

The AIPA excludes from the definition of invention promoter "any party who directly engages in the business of retail sales of products or the distribution of products." 35 U.S.C. § 297(c)(3)(E). World Patent Marketing sells its clients' inventions on a website. See http://wpmshop.com.

The AIPA also excludes from the definition of invention promoter "any person or entity involved in the evaluation to determine commercial potential of, or offering to license or sell, a utility patent or a previously filed nonprovisional utility patent application." 35 U.S.C. § 297(c)(3)(C). Your patent falls within the United States Patent and Trademark Office definition of a utility patent, which is:

> "Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using, or selling the invention for a period of up to twenty years from the date of patent application filing, subject to the payment of maintenance fees."

http://www.uspto.gov/web/offices/ac/ido/oeip/taf/patdesc.htm. Notably, approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, which are also referred to as "patents for invention." Id.

Should you continue with your current course of conduct, our correspondence with you would serve as evidence, in any legal proceeding, that you were fully informed about the governing law and deliberately chose to ignore it. You are once again warned to immediately stop your threats and harassment of our client or we will seek any and all remedies available under the law.

Very truly yours,

Andrew K. Levi, Esquire
LEHR, LEVI & MENDEZ, P.A.

AMERICAN OVERSIGHT

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

From: (b)(6) @gmail.com]
Sent: Monday, July 11, 2016 2:36 PM
To: Andrew Levi <alevi@llmlawfirm.com>
Subject: Re: World Patent Marketing

Hello Andrew,

I noticed that the Cease and Desist letter that you sent stated that my claims of your client's fraudulence are "baseless"...

Unfortunately this is not true and your client has indeed already broken the law. According to the USPTO, a company such as your client is legally required to furnish to those interested in it's services a disclosure form which includes the following:

1. **The total number of inventions evaluated by the invention promoter for commercial potential in the past 5 years, as well as the number of those inventions that received positive evaluations, and the number of those inventions that received negative evaluations**

2. **The total number of customers who have contracted with the invention promoter in the past 5 years, not including customers who have purchased trade show services, research, advertising, or other non-marketing services from the invention promoter, or who have defaulted in their payment to the invention promoter**

3. **The total number of customers known by the invention promoter to have received a net financial profit as a direct result of the invention promotion services provided by such invention promoter**

4. **The total number of customers known by the invention promoter to have received license agreements for their inventions as a direct result of the invention promotion services provided by such invention promoter**

5. **The names and addresses of all previous invention promotion companies with which the invention promoter or its officers have collectively or individually been affiliated in the previous 10 years**

AMERICAN OVERSIGHT

Not only has your client failed to diclose ANY of this information prior to entering into a contract with me (or indeed at any time), but they have also clearly failed to inform you of this illegal omission of information.

-------- Original message --------
From: Andrew Levi <alevi@llmlawfirm.com>
Date: 7/7/16 2:33 PM (GMT-08:00)
To (b)(6) @gmail.com
Subject: Re: World Patent Marketing

Good evening (b)(6)

Attached please find a Cease and Desist letter on behalf of our client World Patent Marketing.

Very truly yours,

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com

AMERICAN OVERSIGHT

Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
To: Andrew Levi[alevi@llmlawfirm.com]
From: Scott Cooper
Sent: Wed 8/3/2016 1:00:29 PM
Subject: Re: World Patent Marketing

I don't remember this guy

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone

On Aug 3, 2016, at 8:09 AM, Andrew Levi <alevi@llmlawfirm.com> wrote:

> Is the number in the report an official patent number?
>
> Sent from my iPhone
>
> Begin forwarded message:
>
> **From:** (b)(6); Duplicate @gmail.com>
> **Date:** August 2, 2016 at 6:11:34 PM EDT
> **To:** Andrew Levi <alevi@llmlawfirm.com>
> **Subject: RE: World Patent Marketing**
>
> Mr. Levi,
> What I am asking of you and by extension your client is not beyond the realm of reasonableness nor comprehension.
>
> Put simply, when a patent application is filed, an official filing receipt is sent back confirming the patent in question and name of the patent applicant and future patent holder.
>
> http://www.uspto.gov/web/offices/pac/mpep/s503.html
>
> Your client, however, has only sent me a report that they themselves devised, which is neither the official USPTO patent application receipt that I am demanding, nor something uncapable of being a complete falsification.
>
> Additionally, you and by extension your client have completely and conveniently ignored the concerns that I addressed in an email 3 weeks ago, which I will again display here for your reference:
>
> *World Patent Marketing (whose very name implies the marketing of patents) ends their contractual obligation to their clients once their patent is filed AND YET also has a website that sells it's clients' inventions? Yeah, that makes absolutely no sense. The website is a ruse and it's sole purpose of existence is to attempt to disqualify it's parent*

AMERICAN OVERSIGHT

To: scooper@ivorypartners.net[scooper@ivorypartners.net]
From: Privacy Law360
Sent: Fri 8/12/2016 8:52:23 AM
Subject: Privacy Policy To Watch For The Rest Of 2016



PRIVACY

Unhappy with your compensation or your equity status?

Click here to take our lawyer satisfaction survey.

Friday, August 12, 2016

TOP NEWS

Privacy Policy To Watch For The Rest Of 2016

With the presidential election looming, Congress is likely to limit itself to must-do tasks such as deciding whether to block a proposed rule change that would expand judges' authority to give the FBI access to private computers. But other policymakers such as the Federal Communications Commission and state lawmakers are expected to step in and push to revamp the rules surrounding topics including broadband privacy and the use of biometric identifiers, attorneys say.

Pizza Hut Franchises Can't Shake Fla. TCPA Allegations

A Florida federal judge on Thursday told Pizza Hut franchise owners they must face allegations of Telephone Consumer Protection Act violations in a proposed class action over text message ads, rejecting their argument that they shouldn't have to since their stores are in other states.

Spokeo Ruling Props Up Privacy Suit Against Jimmy Choo

A Florida federal judge on Wednesday declined to toss a proposed class action accusing luxury shoe brand Jimmy Choo of putting consumers at risk of identity theft by printing sensitive data on receipts, saying the consumer plausibly alleged she suffered harm under the high court's Spokeo ruling.

Property Owner Files Class Action Over Pokemon Go 'Invasion'

A woman in a small Canadian town brought a class action against the developer of the popular Pokemon Go mobile ap on Wednesday, telling an Alberta superior court that hordes of trespassing gamers have flocked her property ever since her home became a designated playing site.

FCC Limits Some Debt-Collection Robocalls To 3 Per Month

Collectors of federally backed debts, like some mortgages and student loans, cannot call or text consumers more than three times a month, the Federal Communications Commission said Thursday, adding a new wrinkle to the body of Telephone Consumer Protection Act rules it's been constructing in recent months.

POLICY & REGULATION

Standards Agency Calls For Public Input On Cybersecurity

A federal standards-setting agency used Wednesday's Federal Register to appeal

LAW FIRMS

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COMPANIES

AOL Inc.

AMERICAN OVERSIGHT

to the public for input on cybersecurity problems in the digital economy and their solutions, information it plans to use when advising a federal task force on cybersecurity.

LITIGATION

Clinton Email Case Is Moot, John Kerry Tells DC Circ.

Secretary of State John Kerry told the D.C. Circuit on Wednesday that the appeal from a pair of organizations challenging the government's retrieval of presidential candidate Hillary Clinton's emails from a private server is pointless, since the FBI has seized the computer equipment that was used to house the account.

Pomerantz Disputes Sanctions Bid Over Failed Collection Suit

Pomerantz LLP told a New York federal court on Wednesday that Midland Credit Management Inc. has no grounds for a sanctions bid against the it in a failed debt-collection class action, saying the firm's challenge to keep the suit alive and certify the class were fair game.

Fla. Firm Blasts Ex-Staff's 'Disingenuous' Bid To Kill Evidence

A Florida law firm suing three former employees for allegedly hacking into its emails hit back at a "disingenuous" bid to strike the admission of late evidence, telling a Florida federal court on Wednesday that its late disclosure of an anonymous letter implicating the former staffers was inadvertent and otherwise harmless.

EXPERT ANALYSIS

Why Verizon-Yahoo Deal Is Raising Privacy Concerns

Even though Verizon's acquisition of Yahoo isn't anti-competitive, it still may draw regulatory scrutiny. At a minimum, regulators like the Federal Communications Commission will be called upon to look closely at the information that Verizon has at its disposal after it absorbs Yahoo and, more important, how it intends to use it, says Randy Gordon of Gardere Wynne Sewell LLP.

Spokeo Aftermath: A Look At The 11th Circ. Approach

In only a few short months, the Eleventh Circuit signaled its approach to the U.S. Supreme Court's decision in Spokeo through the treatment of cases under both the Telephone Consumer Protection Act and Fair Debt Collection Practices Act, seemingly limiting the Supreme Court's decision to its narrow facts, says Matthew Rosenkoff at Taylor English Duma LLP.

Why The Government's Wall Of Secrecy Must Fall

In recent years, investors in Fannie Mae and Freddie Mac have challenged the federal government in court, following the government's decision to hide thousands of documents in the name of executive privilege. This case has critical implications for the transparency and accountability of the government's actions, says Saikrishna Prakash, the James Monroe Distinguished Professor of Law at the University of Virginia Law School.

LEGAL INDUSTRY

BigLaw Desperately Seeking Experienced Associates

The legal industry is facing a shortage of highly qualified midlevel associates, according to experts who blame the deficiency on a dearth of associate hiring after the 2008 financial crisis, and finds itself having to adjust to make up for the deficit.

Litigation Powerhouse: King & Spalding

King & Spalding LLP earned a spot among Law360 Litigation Powerhouses by making its mark around the globe and in multiple industries, from representing energy giant Chevron in high-stakes, investor-state arbitration cases to securing a

AT&T Inc.
American Bar Association
American Civil Liberties Union
American Society Of Composers Authors & Publishers
Apple Inc.
AstraZeneca
Bank of America Corporation
Bristol-Myers Squibb Company
Chevron Corporation
Citigroup Inc.
Comcast Corporation
Credit Suisse Group AG
Deloitte Touche
Deutsche Bank AG
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Facebook
Fannie Mae
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Freddie Mac
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Google Inc.
International Brotherhood of Teamsters
Jimmy Choo Ltd.
KBR, Inc.
Kentucky Derby
Microsoft Corporation
PG&E Corporation
Pandora Media Inc.
PayPal Inc.
Perry Capital LLC
Pizza Hut Inc.
PricewaterhouseCoopers
R.J. Reynolds Tobacco Co.
Spokeo Inc.
State Bar of California
Taylor Bean & Whitaker Mortgage Corp.
The Bank of New York Mellon Corporation
Time Warner Cable
Verizon Communications
Yahoo! Inc.

GOVERNMENT AGENCIES

Commodity Futures Trading Commission
Department of Commerce
Federal Bureau of Investigation
Federal Communications Commission
Federal Housing Finance Agency

AMERICAN OVERSIGHT
FTC-18-0836-B-000429

major copyright win for internet music giant Pandora.

Law360's Weekly Verdict: Legal Lions & Lambs

Gibson Dunn became this week's top legal lion when the Second Circuit concluded Monday that a $9.5 billion Ecuadorean oil pollution judgment against its client Chevron is unenforceable, while in the legal lambs category, a jury on Tuesday ruled against Latham & Watkins LLP and Clarence Dyer & Cohen LLP client PG&E, finding it guilty of criminal wrongdoing in a gas-line explosion.

Calif. Bar's Funding On The Line In Stalled Reform Talks

A stalemate over a State Bar of California dues bill currently pending in the Golden State's Legislature is raising concerns that deep divides among lawmakers, lawyers and the judiciary about how best to restructure the group, which has been beset by a series of personnel and financial problems in recent years, will cut off its primary funding source.

Romance Reports Don't Clear Up Fifth Third GC's Firing

Reports that Fifth Third Bank fired its former General Counsel Heather Russell over her personal relationship with Fannie Mae CEO Tim Mayopoulos do little to explain what, exactly, led to the termination, according to legal ethics experts and sources familiar with the situation.

Steptoe & Johnson Extends Reach Of Blockchain Practice

Steptoe & Johnson LLP is expanding its blockchain practice past advising the regulars in the emerging technology's ecosystem to counseling clients in a variety of industries now facing complex legal questions, boosting the depth of what is already one of the top shops for blockchain law nationwide.

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U.S. Department of the Treasury
U.S. Supreme Court

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Latham & Watkins
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Munger Tolles
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Pepper Hamilton

AMERICAN OVERSIGHT

Pomerantz LLP
Sheppard Mullin
Skadden
Steptoe & Johnson LLP
Taylor English
Turner Boyd
Wiley Rein

COMPANIES

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Apple Inc.
Chevron Corporation
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Fannie Mae
Freddie Mac
Spokeo Inc.
Verizon Communications
AOL Inc.
AT&T Inc.
American Bar Association
American Civil Liberties Union
American Society Of Composers Authors & Publishers
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Comcast Corporation
Credit Suisse Group AG
Deloitte Touche
Deutsche Bank AG
Electronic Frontier Foundation
FedEx Corporation
GC Services Ltd.
International Brotherhood of Teamsters
Jimmy Choo Ltd.
KBR, Inc.
Kentucky Derby
PG&E Corporation
Pandora Media Inc.
PayPal Inc.
Perry Capital LLC
Pizza Hut Inc.
PricewaterhouseCoopers
R.J. Reynolds Tobacco Co.
State Bar of California
Taylor Bean & Whitaker Mortgage Corp.
The Bank of New York Mellon Corporation
Time Warner Cable
Yahoo! Inc.

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GOVERNMENT AGENCIES

U.S. Supreme Court
Federal Communications Commission
Federal Bureau of Investigation
U.S. Department of Justice
Commodity Futures Trading Commission
Department of Commerce
Federal Housing Finance Agency
Federal Trade Commission
National Archives and Records Administration
National Economic Council
National Institute of Standards and Technology
National Labor Relations Board
New York Attorney General's Office
Permanent Court of Arbitration
U.S. Department of Homeland Security
U.S. Department of the Treasury

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AMERICAN OVERSIGHT

To: Scott J. Cooper[scott@worldpatentmarketing.com]
From: LinkedIn
Sent: Mon 8/29/2016 10:12:10 PM
Subject: See Shaklain's connections, experience, and more

See (b)(6) connections, experience, and more



Scott J. Cooper 

(b)(6) has accepted your invitation. Let's start a conversation.



(b)(6)

Hyderabad Area, India

View profile

Message

People you may know

(b)(6)

+ Connect

+ Connect

+ Connect

+ Connect

See more

AMERICAN OVERSIGHT

Unsubscribe | Help

You are receiving Accepted Invitation emails.

This email was intended for Scott J. Cooper (CEO & Creative Director of World Patent Marketing and Director of The Cooper Idea Foundation). Learn why we included this.



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AMERICAN OVERSIGHT

To: cattya@worldpatentmarketing.com[cattya@worldpatentmarketing.com]
From: Expedia Travel Deals
Sent: Mon 5/30/2016 1:35:14 PM
Subject: ✈ Lucky you! You are invited: grab these awesome low-fare flight deals

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Expedia+ rewards members:
Book with the app to get TRIPLE points!



Matthew Whitaker

Points as of 05/29/2016: **118**
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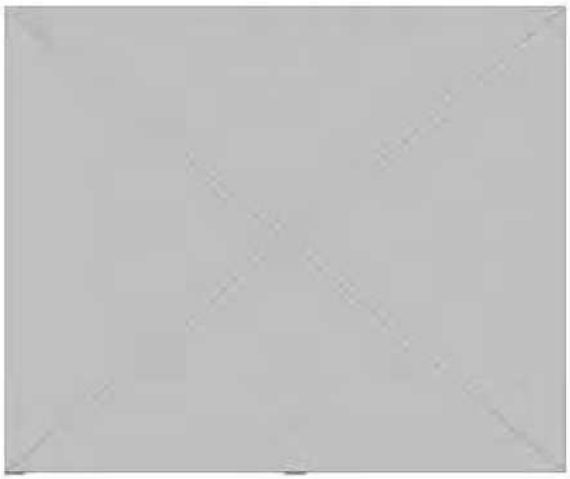
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AMERICAN OVERSIGHT

Airfare: Fares include government, airline carrier and airport imposed charges and fees. Baggage fees may be extra, depending upon carrier, itinerary and destination.

Contact information: Expedia., Attn: EMC Team 333 108th Avenue NE Bellevue, WA 98004, USA. Expedia cannot receive replies to this email.

CST# 2029030-50

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(EMID: MR-CM-LMD-teid1.0-issu354-test1-langEN-versX-mcidM-segaX-segbX-segmX-SID4008427-key35948659940-paid198771455-locen_US) (MD: 20160530063514)

AMERICAN OVERSIGHT

To: cattya@worldpatentmarketing.com[cattya@worldpatentmarketing.com]
From: Expedia Member Pricing
Sent: Wed 6/1/2016 1:30:06 PM
Subject: ✓ CONGRATS! You're eligible for 50% off

Unlock Member Pricing | View this email in a web browser

Expedia+ rewards members:
Book with the app to get TRIPLE points!



Matthew Whitaker

Points as of 05/31/2016: **118**
View Expedia+ Activity

Packages | Hotels | Cars | Flights | Cruises | Things to Do | Deals | Rewards

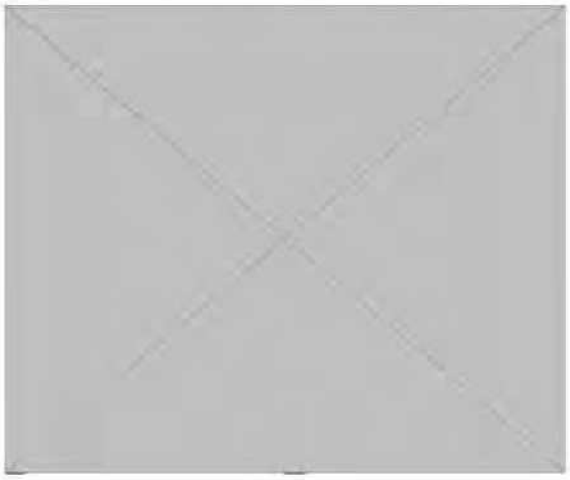
BY INVITE ONLY: SPECIAL MEMBER PRICING

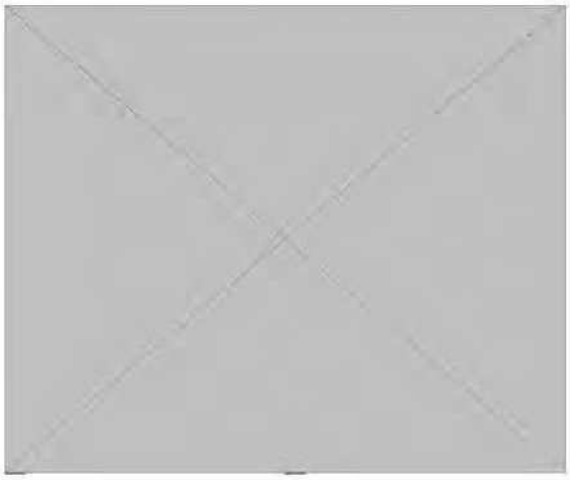
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Airfare: Fares include government, airline carrier and airport imposed charges and fees. Baggage fees may be extra depending upon carrier, itinerary and destination.

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Contact information: Expedia., Attn: EMC Team 333 108th Avenue NE Bellevue, WA 98004, USA. Expedia cannot receive replies to this email.

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(EMID: MR-CM-RFD-teid1.0-issu286-test2-langEN-versX-mcidM-segaX-segbX-segmX-SID4008477-key35974718223-paid198771455-locen_US) (MD: 20160601063006)

AMERICAN OVERSIGHT

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Google Alerts
Sent: Thur 6/2/2016 12:03:15 AM
Subject: Google Alert - "matthew whitaker"

"matthew whitaker"

Daily update - June 2, 2016

NEWS

MATTHEW WHITAKER: A window on Hillary's revolving door
Washington Times
The Hillary Clinton email investigation is entering a critical phase. The FBI has already interviewed some of Mrs. Clinton's key aides when she was ...
Flag as irrelevant

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Receive this alert as RSS feed

Send Feedback

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: [redacted] (b)(6)
Sent: Thur 9/1/2016 12:13:26 AM
Subject: Re: Data Dump Is Ready
trivia_candy_data_dump_160831.xlsx

Data dump attached.
Your guy should be able to make sense of it. Let me know if there are any questions.

(b)(6)

On Wed, Aug 31, 2016 at 7:11 AM, [redacted]@gmail.com> wrote:

OK - will do later today

On Aug 31, 2016 7:05 AM, "Scott Cooper" <scott@worldpatentmarketing.com> wrote:

Send it over

Scott J. Cooper

CEO and Creative Director

World Patent Marketing

1680 Meridian Avenue, Suite 600

Miami Beach, Florida 33139

(305) 330-9199 Direct

(888) 926-8174 ext 212

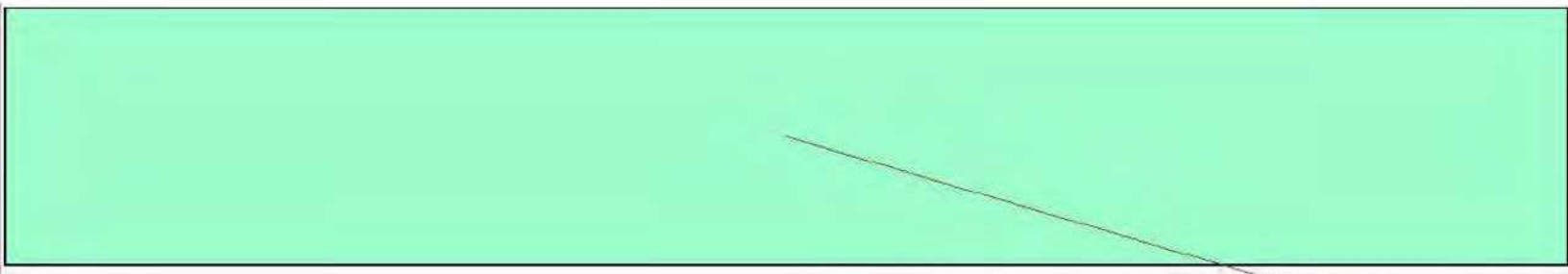
(305) 503-5458 fax

(b)(6) scott@worldpatentmarketing.com

From: [redacted]@gmail.com]
Sent: Monday, August 29, 2016 6:29 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Data Dump Is Ready

Let me know when your guy is ready for the data dump.

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(b)(6)

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 9/2/2016 6:11:03 PM
Subject: Phase 1 Sales Scripts
2017 Close 3.docx
2017 Idea Review - Script 2.docx
2017 Lead Script 1.docx
Patent and Invention Intelligence Report.pdf

Attached are the new sales scripts and a draft of the Patent and Invention Intelligence Agreement. This agreement is a draft. There are still some legal and grammatical changes being made. Do not send out to customers under any circumstances. They will not be accepted and commission will not be paid to project managers if it is done. Small changes are made to this agreement daily. All the agreements are going out via HelloSign and project managers will be copied...

Your project manager can go straight from Script 1 to Script 2 if the customer completes his idea on the phone... There is no reason the close should take more than 2 to 3 days.

Make sure your project manager reads the agreement and understands it. Make sure they also read the blog post on the Patent and Invention Intelligence Group on the NEWS page of our web site.

There are going to be some significant changes to the PPPC as well...more focused on product development and the packages will not be sold by Patent type...more info to follow in the next few days...

Any questions, let me know.

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

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2017 PHASE 1 CLOSING SCRIPT

(customer will be emailed contract with copy sent to project manager, call customer after he receives)

Hi _____, it's _____ from World Patent Marketing, how are you?

I wanted to go over a few things on the agreement that we emailed you.

This agreement might seem a bit overwhelming, and it was to me at first also. I want you to be aware that the patent and invention intelligence we use is also used by NASA and the National Institute of Health …so it is going to be complicated and thorough, but I will walk you through it.

PAUSE

We are essentially a product development company. We have a word "patent" in our name because nobody today develops a product without protecting it, so we maintain a network of patent attorneys and agents that work for our clients. When a product is developed correctly, the patent can be a very valuable asset – worth millions of dollars.

There is a reason why Apple and Google spend a combined $20 billion dollars a year on patents.

PAUSE

We provide all the services that are necessary to take a product from an idea stage where it is now all the way to retail, television, and e-commerce. We provide all these different services, but we don't know what services make sense for you until we can get some intelligence back on your idea.

PAUSE

Let's talk about the report

There are four sections:

Search – we have a database of over 110 million patents in 128 jurisdictions worldwide. We pull up patents that are relevant to your idea.

Analysis – We analyze the patent trends and give you a list of patent valuations which shows what similar patents are worth.

Business Intelligence – Whereas a single patent deals with one invention, which may or may not be revolutionary and wide-ranging in its impact, the intelligence report examines that information in the aggregate, spotting trends and future market moves.

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Industry Statistics – which is easier to understand and gives up to date industry information and market trends having nothing to do with the patent.

It should take about seven days from the time we receive payment to complete the intelligence report. You will receive the intelligence report by encrypted email, and a Senior Product Director will schedule a call to review the results with you and discuss next steps.

I want to point out that a lot of people call us and want to skip over this step. We don't allow it. It doesn't matter who you are. Everybody goes through the same process – even when the CEO launches his products, he goes through the same process.

We want you to know exactly what you are getting into. You don't want any surprises down the road.

So, CLIENTS NAME, do you have any questions about moving forward with your project? (Wait for response)

CLOSE THE DEAL.

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2017 IDEA REVIEW – AFTER IDEA SUBMITTED

Hello CUSTOMER,

This is [YOUR NAME] with World Patent Marketing. Your idea was received and I want to take the opportunity and discuss it with you.

In your own words, can you tell more about the idea. I especially want to know how and you came up with the idea...

LET THEM TALK – DO NOT INTERRUPT – LISTEN TO THEM AND TRY AND UNDERSTAND THEIR IDEA – TAKE NOTES

Some ideas are perfect for TV, some are good just for the internet and others are perfect for retail stores.

I want to give you some examples of products that our CEO has manufactured:

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Safetyblade.com

Squatchworld.com

Januscase.com

I want you to keep in mind that most inventors fail and most inventions do not go to market. Most companies are not going to tell you that. Our philosophy at World Patent Marketing is "brutal honesty" and we if we decide to move forward on your project, it's important to me that you have realistic expectations.

Hopefully within a day or two, we will have a proposal for you and it will come by email.

Let us review the idea and I will get back to you tomorrow either way.

Have a good day.

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2017 SCRIPT 1

Hello **CUSTOMER**

My name is **[NAME]** with World Patent Marketing, how are you today?

[PAUSE]

You made a recent inquiry on our website about an idea or invention you were working on, is that correct?

[PAUSE]

How long have you had this idea for?

[PAUSE]

Is this the first time you're looking into developing & patenting your own product?

[PAUSE]

Are you looking to get your idea out on the market?

[PAUSE]

OK great! Let me explain a little bit about World Patent Marketing - who we are and how we are unique:

> All over the world, we are known as the Invention Powerhouse and I'll tell you why – we have developed a proprietary step by step process utilizing cutting edge technology that can take YOUR idea to the marketplace.
>
> We do everything in house. We can take your idea from a sketch on a napkin, give you invention intelligence, help you protect it with a patent, design a product, build a prototype, manufacture overseas, market it online and put it on TV and in the stores.
>
> We are A+ Rated with the BBB and we have thousands of five star reviews online.

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Our CEO has an incredible advisory board. It includes:

a) Ambassador Dell Dailey who ran counter terrorism at the US State Department;
b) Former US Attorney Matt Whitaker who was appointed by President George Bush;
c) Brian Mast who just won the Republican primary in Florida;
d) Dr. Aileen Marty who sits on President Obama's advisory council;
e) We even have famous Physics Professor named Ronald Mallett that is working on time travel and is on television all the time.

I'll send you a link right now to your email address

Email them while you are on the phone https://worldpatentmarketing.com/invention-team

IF THEY HAVE QUESTIONS, EXPLAIN THAT WE CAN'T DISCUSS THEIR IDEA UNTIL THEY COMPLETE A CONFIDENTIALIY AGREEMENT.

The first step is to complete a confidentiality agreement on our web site and submit your idea. This protects you and protects your idea. Everything is 100% confidential and you'll always be the owner of your idea and the evaluation is completely FREE.

[PAUSE]

Once we receive the information, I will give you to review the details just to make sure I have a clear understanding.

Can you have access to the internet right now? [PAUSE]

[if customer says yes]

I would like you to go our website **worldpatentmarketing.com,** click on SUBMIT IDEA on the top menu of the page. I will hold on while you complete the form.

[if customer says no]

When will you have access to the internet?

GET A COMMITMENT – YOUR TIME IS VALUABLE

I need to know so I can set aside some time to review the idea with you. I'll send you an email and you can submit it directly at worldpatentmarketing.com and click on SUBMIT IDEA on the top menu of the page.

AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
From: (b)(6)
Sent: Mon 6/6/2016 8:03:49 PM
Subject: Re: Give me 20 min then call me

Ok thanks can you find out what is the pre-strand rating on the fiberglass composite for tension it should be measured in ksi. It's Important for me to know

On Monday, June 6, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Moving along – im in Greece until next week – ill keep you posted

From: (b)(6) @gmail.com]
Sent: Monday, June 6, 2016 10:46 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Give me 20 min then call me

Hey Scott how is the prototype going

On Thursday, June 2, 2016, (b)(6) @gmail.com> wrote:

I just talked to my source in (b)(6) and the hysol and magnolia is used in the end fittings not the rods so scratch that for now and just go off what the paper I gave you said.

Duplicate

AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
From: [redacted] (b)(6)
Sent: Sat 2/21/2015 8:44:48 PM
Subject: Good afternoon.

Hey Scott cooper you asked me what my goal is and what I wanted. honestly my goal is to achieve 20,000 dollars to start my own business. I know it's little but coming from nothing I know I can make 20,000 dollars work for me. I'll sell the idea for that price or work something out with you I'll guarantee you your money back if you want to right a contract up. I already started looking at locations for a grocery store. My father owned a super market before [redacted] I am taking the route of a grocery store because I know it's supply and demand and people always need food and trust me I can definitely turn 20,000 dollars to 50 dollars and so on. I'm just taking a leap of faith maybe you would be interested in working with me. The way it sounds like to me we are alike. I'm just trying to better my situation. Hey you can even make money off of my story and how I came to world patent marketing for help. Really good publicity for you. Just think about it I am very business oriented and maybe we can work on something. Thank you.

Sent from my iPhone

On Feb 21, 2015, at 1:43 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

(b)(6)

Just called you back and got voicemail – please call me again

From: [redacted]@gmail.com]
Sent: Saturday, February 21, 2015 1:41 PM
To: Scott Cooper
Subject: Re: News from World Patent Marketing

Hey Scott I did call no answer.

Sent from my iPhone
On Feb 21, 2015, at 7:04 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

I do not understand your email

Please call me

(b)(6)

Scott Cooper, CEO
305-330-9199
Sent from my iPhone
On Feb 21, 2015, at 2:34 AM, [redacted]@gmail.com> wrote:

(b)(6)

Hey I'm not understanding what's going on ? Are you guys dropping me here ? Did you guys take my professors money? Do I really have to go to court and sue you guys ? But hey it's ok. Just call me when you have a chance [redacted]

Sent from my iPhone
On Feb 21, 2015, at 12:10 AM, World Patent Marketing
<publicity@worldpatentmarketing.com> wrote:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.

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Bingo! After Learning that Proficient Bilinguals See Higher Earnings, World Patent Marketing Announces an Invention to Help You Make Mucho Dinero

The New York Inventor Exchange Approves Dual Language Bingo, an Education Invention, for Licensing and Trading Intellectual Property Rights.

New York, New York - February 20, 2015 - Studies have shown that proficient bilinguals see higher earnings than others who speak only one language. In response, World Patent Marketing is entering the language education invention game with Dual Language Bingo.



"There is a huge education problem in this country." said Scott Cooper, CEO and Creative Director of World Patent Marketing, "We are developing a product that can do a lot more for students than the No Child Left Behind Act. We need to compete globally. We need to give our students and future workforce every advantage to bring back America's middle class."

As the world shrinks, people from different backgrounds are encouraged to intermingle, and those that learn to adapt soon rise above the rest. Language is one aspect wherein people can adapt, and studies indicate that bilinguals make more money than others who speak only one language.

With this in mind, World Patent Marketing, the world's fastest growing patent protection and inventor services organization, announces Dual Language Bingo, an education invention that enables students to learn two languages effectively through a set of tools, including, as the name suggests, a bingo game.

The idea that bilinguals make more money, however, isn't the only reason it's good to know more than one language. Research has shown that bilinguals are more resistant than others to brain deterioration brought on by advanced age.

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Other studies have made a connection between multilingualism and the ability to multitask. This ability to juggle several tasks could help bilinguals make more money than their single-language colleagues. Multilingualism has also been connected with improved cognitive ability and more efficient brain function, which could, again, give bilinguals an edge over others.

Of course, one of the simplest explanations for bilinguals making more money than others could be that speaking more than one language opens up a wider array of career opportunities.

None of this really matters, however, unless people can actually learn more than one language. Dual Language Bingo combines a series of tools and activities, from flash cards and coloring books, to a bingo game, that are designed to engage different areas of the brain. While designed primarily for a classroom, Dual Language Bingo can also be utilized in several other environments, and can also be adapted to suit different age groups.

"I created Dual Language Bingo," developer Dalia S. explains, with a focus on "making the learning process fun and engaging." Thanks to World Patent Marketing, Dalia's education invention can help many more become bilinguals.

About World Patent Marketing

World Patent Marketing is the world's fastest growing Patent and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google,Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

Contact Information

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139
(888) 926-8174

World Patent Marketing
Scott J. Cooper, Managing Director
and Principal Shareholder

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate

STAY CONNECTED

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WORLD PATENT MARKETING

Recognized by the Better Business Bureau, Dun and Bradstreet, Consumer Affairs, Trust Pilot, Customer Lobby and Five Star rated on Google

DO YOU HAVE THE NEXT GREAT MEDICAL INVENTION?

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If you're like one of the many other medical professionals that we've worked with, then our bet is that you're sitting on at least one idea or invention that makes your job or your patients' lives easier/better.

We invite you to have a conversation with us about finally taking that idea to market. Simply call today to explore the possibilities and learn what we can do for you.

No Cost, No Obligation Invitation.

There's no catch here. If you have a great idea, then our team will put a plan together for you. If your idea doesn't have legs, then we'll respectfully decline.

Why not find out if your idea could be a new revenue source for you?

All you need to do is submit your idea to our team. It's that easy.

Submit an Idea Today!
Call 888 926 8174

World Patent Marketing Advisory Board

Scott J. Cooper
CEO and Creative Director

Christopher Robert Seaver, MD
General Surgeon Holy Cross Hospital

Matthew G. Whitaker
Former US Attorney and United States Senate Candidate

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Macomb County Deputy Public Works Commissioner

Omar Rivera
Candidate for District 118 Florida House of Representatives

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Counter-Terrorism Fellow Counter-Terrorism Institute

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1680 MERIDIAN AVE STE 600
MIAMI BEACH, FL 33139
P. 888 926 8174
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https://worldpatentmarketing.com

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. We offer manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. We are well known for evaluating the commcercial potential of utility and other patents in the United States and around the world.

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: [redacted]
Sent: Wed 8/19/2015 5:46:44 PM
Subject: FAX
medical fax 3.pdf

(b)(6)

Tough to fit in, but I got it all in there.
Let me know if you like it.

CONNECT WITH US:

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To: [redacted]@aol.com[[redacted]@aol.com]
Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Eric Creizman
Sent: Thur 9/3/2015 12:54:33 AM
Subject: Desa Industries, Inc., et al. v. [redacted]
Executed Order to Show Cause.pdf

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Please see the attached Order to Show Cause issued today by the Honorable Peter Paul Sweeney, of the Kings County Supreme Court. The Order requires you to appear at a hearing on September 30, 2015 at 9:30 a.m. in IAS Part 4, courtroom 969 at the courthouse located at 360 Adams Street in Brooklyn.

Eric

--

Eric M. Creizman

CREIZMAN LLC
565 Fifth Avenue, New York, New York 10017
T: (212) 972-0200; F: (646) 200-5022
www.creizmanllc.com

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At IAS Part 72 of the Supreme Court of the State of New York, held in and for the County of Kings, at the Courthouse located at 360 Adams Street, Brooklyn, New York 11201, on the 2nd day of September, 2015.

Present: HON. PETER PAUL SWEENEY SUPREME COURT JUSTICE
Hon. _____
Supreme Court Justice

RO 8

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	INDEX NO.: 510559/2015
Plaintiffs,	**ORDER TO SHOW CAUSE**
v.	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	KINGS COUNTY CLERK FEE PD $ 45.00
Defendant.	

UPON reading and filing the annexed Affirmation of Zachary S. Taylor, dated September 2, 2015, the exhibits attached thereto, and all the pleadings and proceedings had before herein;

LET Defendant Alexander Rudsky appear and show cause before this Court in IAS Part 4, to be held in courtroom 969 at the Courthouse located at 360

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Adams Street, Brooklyn, New York on the 30th day of Sept, 2015, at 9:30 a.m. or as soon thereafter as the parties can be heard, why an Order should not be made, pursuant to CPLR 6301 et seq. which preliminarily enjoins Defendant, either directly or through any partners, agents, employees, representatives, assignees, or persons acting in concert or participation with him, from (a) publishing online or elsewhere false statements concerning DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and/or Scott J. Cooper ("Cooper") and (b) threatening WPM or Cooper with publishing false statements about them online or elsewhere for the purpose of extortion or blackmail.

SUFFICIENT CAUSE appearing therefor, it is

ORDERED that pending a hearing ~~and determination~~ of this motion, Defendant and any partners, agents, employees, representatives, assignees, persons acting in concert or participation with him, or any other person receiving notice of this ORDER, are hereby temporarily enjoined, prohibited, and restrained from (a) publishing online or elsewhere false statements concerning WPM and/or Cooper and (b) threatening WPM or Cooper with publishing false statements about them online or elsewhere for the purpose of extortion or blackmail; and it is further

~~ORDERED that~~ service upon Defendant Alexander Rudsky of the Order to Show Cause and the papers on which it is based, by service upon Defendant, on or before Sept. 16, 2015; by personal service ~~first class mail and e-mail~~ shall be deemed good and sufficient service; and it is further

~~ORDERED that~~ service ~~by Defendant of opposition papers, if any, upon counsel for Plaintiffs World Patent Marketing and Scott J. Cooper, on or before _____,~~ on ~~by e-mail to their attorneys, Eric M. Creizman (ecreiz@creizmanllc.com) and Zachary S.~~

Enter

HON. PETER P. SWEENEY, J.S.C.

AMERICAN OVERSIGHT

Taylor (ztaylor@creizmanllc.com) of Creizman LLC, shall be deemed good and sufficient service.

ENTER:

J.S.C.

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER, Plaintiffs, v. ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"), Defendant.	INDEX NO.: 510559/2015 Justice _____ **AFFIRMATION IN SUPPORT OF MOTION FOR TEMPORARY RESTRAINING ORDER AND PRELIMINARY INJUNCTION**

ZACHARY S. TAYLOR, an attorney duly admitted to practice law in the courts of the State of New York, hereby affirms as follows under penalty of perjury, pursuant to CPLR § 2106 that the following is true and correct:

1. I am an attorney Of Counsel of the law firm Creizman PLLC, with offices located at 565 Fifth Avenue, 7th Floor, New York, New York 10017.

2. I represent Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and Scott J. Cooper and submit this Affirmation in support of Plaintiffs' motion, pursuant to CPLR § 6201 et seq. for (1) a Preliminary Injunction enjoining Defendant from (a) publishing online or elsewhere false statements concerning WPM and/or Cooper and (b) threatening WPM or Cooper with publishing false statements about them online for the purpose of extortion or blackmail and (2) a Temporary Restraining Order enjoining Defendant from (a) publishing online or elsewhere false statements concerning WPM and/or

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Cooper and (b) threatening WPM or Cooper with publishing false statements about them online for the purpose of extortion or blackmail pending a hearing of the Motion for Preliminary Injunction.

3. As detailed in the accompanying Complaint, attached hereto as Exhibit A, the Plaintiffs in this action seek compensatory and punitive damages; injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him (a) to refrain from publishing online or elsewhere false statements concerning Plaintiffs and (b) to desist from threatening WPM or Cooper with publishing false statements about them for the purpose of extortion or blackmail; reasonable attorneys' fees and costs of this action; and all such other relief as the Court deems just and proper.

4. Plaintiffs' Complaint alleges causes of action for libel and injurious falsehood.

5. A Preliminary Injunction should be granted because Plaintiffs satisfy each of the grounds for a grant of such relief.

6. *First*, Plaintiffs have a likelihood of success.

7. Specifically, as detailed in the Complaint, Cooper is the CEO of WPM, a provider of patent services.

8. Alexander Rudsky is a former employee of Cooper from a former business. It has been approximately eight years since he was last employed by Cooper.

9. On or about July 29, 2015, Rudsky began threatening Cooper and WPM by emails and voice message. At first the threats were veiled and accompanied by proposals to form a "partnership." On or about August 21, 2015, the threats became more pointed. Rudsky emailed Cooper the following message, which is attached hereto as Exhibit B:

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"Scott, I sent you an email the other day. I left you a message this morning.. My advise [sic] is not to ignore and hope I go away...

"You do not need our group to make things difficult on you.. So please man up and let's go over a few things that are needed to discuss.. have a good weekend. I expect to hear from you today."

10. On August 25, 2015, Rudsky made multiple defamatory statements about WPM and Cooper personally in two e-mails to a third party, Matthew G. Whittaker, who is a member of WPM's advisory board as well as the former U.S. Attorney for the Southern District of Iowa. Those emails are attached hereto as Exhibits C and D. In the first email, Rudsky falsely claimed that Cooper owed him $200,000 and demanded that Cooper pay him. In addition, he stated, without presenting any evidence to support his claims, that WPM is a "scam" and that the customer reviews on its website and others are "fake." Rudsky threatened to "inform[] everyone via any source I feel necessary to advise them that WPM is a scam." He concluded by stating, "You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..." *See* Exhibit C. In the second email, Rudsky threatened Mr. Whittaker himself, stating, "You are party too a scam that is driving allot [sic] of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker." *See* Exhibit D.

13. On August 26, 2015, Plaintiffs engaged Creizman LLC. Later that day, we filed the Complaint in this action and emailed a copy of the complaint to Rudsky.

14. On the following day, an investigator attempted to serve Rudsky with the Summons and Complaint in this action at Rudsky's last known address in Brooklyn. He was informed by the building super that Rudsky had moved out abruptly several months earlier.

15. Rudsky's forwarding address is a P.O. Box in Brooklyn. The P.O. Box was registered to two addresses, one of which was the address in Brooklyn and the other in

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Oceanside, New York. On August 29, 2015, our investigator attempted to serve Rudsky at the address in Oceanside. However, he learned that the house belonged to the parents of Rudsky's girlfriend, who told our investigator that they were unaware of Rudsky's whereabouts.

16. On September 1, 2015, our investigator called Rudsky on the mobile telephone number that Rudsky had provided in one of his emails to Cooper. Rudsky answered and agreed to speak to him. Rudsky told him that he was out of New York State because he wants to make sure that he is not served. He said that he does not want to hire an attorney and he knows that he will have no choice but to retain counsel if he is served. Rudsky asked why he and Cooper cannot settle the matter and said that he is owed $200,000 from his prior employment with Cooper. Rudsky also said that regardless of whether he receives the money, he intends imminently to post damaging statements online about WPM and Cooper to the effect that WPM is a scam. When questioned as to the basis for his accusation, Rudsky could not identify any personal knowledge to support it; he merely pointed to the number of "hits" WPM receives on the Internet as "proof" that WPM is somehow illegitimate.

17. Plaintiffs maintain that Rudsky's claims are completely without any basis in fact and have been made maliciously for no other reason than to extort money from Cooper and to destroy the reputation of WPM and Cooper himself.

18. *Second*, Plaintiffs will suffer irreparable harm if an injunction is not granted.

19. Specifically, WPM has a stellar reputation for the quality of its customer service. WPM has earned an A rating with the Better Business Bureau, and has received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved,

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Customer Lobby and ResellerRatings.com. WPM depends on its reputation in order to maintain its position with the industry.

20. WPM has spent and continues to spend a great deal of money and resources on online marketing, which to be successful relies on the company's good reputation on the Internet.

21. Although Rudsky's claims are ridiculous, they will cause great harm to WPM's business reputation if they are not prevented. Rudsky's defamatory posts will effectively cancel out the company's online marketing efforts, especially if his posts are disseminated on the Internet using multiple anonymous addresses, as Rudsky has already insinuated he will do, when he threatened that his "group" will "make things difficult" for WPM and Cooper.

22. *Third*, the balance of equities clearly favors the Plaintiffs. If an injunction is not granted, it will be devastating to WPM and Cooper because Rudsky has threatened imminently to begin an Internet smear campaign against them, which will harm their reputation and steer away potential customers. On the other hand, if the injunction is granted, Rudsky will simply be delayed from writing online reviews and comments. He has no pressing need to publish them. It is important to note that Rudsky is not and has never been a customer of WPM and that he has zero first-hand basis for making any claims whatsoever about the services WPM provides. Moreover, as his own emails make clear, he is not motivated by a desire to express himself, but rather to collect money.

23. *Fourth*, public policy favors granting an injunction. On the Internet, content produced by a single individual can find an immediate nationwide, even global, audience. Posts on crowd-sourced review sites can make or break a company's reputation. While the

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freedom of expression should extend to legitimate commentary, there should be no such protection afforded to bogus reviews that are intended solely to harm others' reputation and to extort money from them. Rudsky's statements and actions make clear that his threatened reviews and comments fall squarely in the latter category. He has no first-hand knowledge of WPM's business, and he is brazenly demanding that Cooper pay him money as the price for silence. In short, preventing Internet defamation like Rudsky's promotes the public interest in protecting the reputation of innocent companies and individuals without impinging in any way on First Amendment rights.

24. Moreover, a Temporary Restraining Order should be issued to preserve the status quo until the hearing on whether to issue a Preliminary Injunction is held. Rudsky has stated that he is keeping out of New York State in order to avoid service, in the belief that this way he can conduct his smear campaign with impunity. Until he can be served and made to appear in this Court, the status quo should be preserved. Furthermore, maintaining the status quo will not harm Rudsky in any way; as stated above, he has no pressing need to make any statements about WPM and Cooper online, much less false and malicious statements. On the other hand, if he is not prevented from beginning his smear campaign, as he has threatened to do imminently, it will be devastating for WPM and Cooper.

25. No prior request has been made for the relief requested herein, nor have Plaintiffs sought any other provisional remedy.

26. For the foregoing reasons, we request that the Court issue (1) a Preliminary Injunction and (2) a Temporary Restraining Order pending a hearing on the motion for a Preliminary Injunction.

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Respectfully submitted,
September 2, 2015

Zachary S. Taylor
CREIZMAN PLLC
565 Fifth Avenue
7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ztaylor@creizmanllc.com
NY Registration No.: 4217451

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Exhibit A

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	INDEX NO.: _____
Plaintiffs,	SUMMONS
v.	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	
Defendant.	

TO THE ABOVE NAMED DEFENDANT:

YOU ARE HEREBY SUMMONED and required to serve upon Plaintiff's attorneys, whose address is:

Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017

an answer to the complaint in this action within 20 days after the service of this summons exclusive of the day of service, or within 30 days after the service is complete if this summons is not personally delivered to you within the State of New York. In case of your failure to answer, judgment will be taken against you by default for the relief demanded in the complaint.

Kings County is designated as the place of trial in that the Defendant maintains his principal residence and places of business and otherwise transacts business and operates in Kings County.

Dated: New York, New York
August 26, 2015

/s/ Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
Attorneys for Plaintiffs

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	:	INDEX NO.: _____
Plaintiffs,	:	COMPLAINT
v.	:	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	:	
Defendant.	:	

Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and Scott J. Cooper by their undersigned attorneys, Creizman PLLC, for their complaint against Defendant, Alexander Rudsky, allege as follows:

NATURE OF ACTION

1. In or about July 2015, WPM and its CEO and Creative Director, Scott Cooper, began receiving a series of threatening emails. At first the author of these emails hid his identity, but by mid August 2015, the perpetrator revealed himself as well as his agenda: unless Mr. Cooper paid him $200,000, he would smear WPM's reputation by writing spurious negative online reviews and filing bogus complaints with the Better Business Bureau. There is a name for a proposal like this: blackmail.

2. The author of the threats is the Defendant, Alexander Rudsky. He is a former employee of Mr. Cooper from a previous business venture who is desperate to make money by any means. In his communications with Mr. Cooper,

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he portrayed himself as the spokesperson for a "group" that will "make things difficult" for Mr. Cooper by destroying his and WPM's reputation.

3. After writing several increasingly threatening emails, Rudsky upped the ante by making defamatory statements about Mr. Cooper and WPM in an email to a member of WPM's advisory board, Matthew G. Whittaker, the former United States Attorney of the Southern District Iowa appointed by President George W. Bush. In this email, dated August 25, 2015, Rudsky falsely claimed that Mr. Cooper owed him money and demanded to be paid $200,000. Although he insisted to Mr. Whittaker that "[t]here is no blackmail of any kind," he went on to do just that, by writing a defamatory screed about Mr. Cooper and WPM. Rudsky signed off the email to Mr. Whittaker with another ominous threat: "You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

4. What is clear is that Rudsky is a desperate individual who thinks nothing of using libel and extortion to get what he wants. He has already defamed Mr. Cooper and WPM in his email to Mr. Whittaker in a brazen attempt to extort $200,000. And he is threatening to take further action imminently if he is not paid. As he stated in his emails to Mr. Cooper and Mr. Whittaker, this action will consist of him and his "group" writing bogus online reviews and complaints in order to smear Mr. Cooper and WPM.

5. Plaintiffs bring this action to recover damages from Rudsky for defamation and to obtain an injunction preventing Rudsky from engaging in

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further defamation against Mr. Cooper or WPM as part of his extortionate scheme.

PARTIES

6. Plaintiff WPM is a Delaware corporation conducting business in Miami-Dade County, Florida and elsewhere.

7. Plaintiff Scott J. Cooper is an individual residing in Miami-Dade County, Florida.

8. Defendant Alex Rudsky is an individual residing in Kings County.

JURISDICTION AND VENUE

11. This Court has personal jurisdiction over Defendant under CPLR § 301 because Defendant resides and does business in New York, and under CPLR § 302 because this action arises out of Defendant's tortious conduct in New York.

12. Venue is proper under CPLR § 503 because Defendant resides in Kings County.

FACTS

13. WPM is a worldwide provider of patent and engineering services that greatly depends on its stellar reputation in the industry to thrive. WPM offers its customers support through a full range of services, from researching, patenting and prototyping inventions, to manufacturing products, retail, and investing in some of its customers' companies.

14. WPM prides itself on providing the utmost levels of quality and services to its clients. WPM has earned an A rating with the Better Business Bureau, and is a member of the US Chamber of Commerce, Dun and Bradstreet,

AMERICAN OVERSIGHT

the Association for Manufacturing Excellence, and the International Licensing Industry Merchandisers' Association (LIMA). WPM has also received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com.

15. WPM has spent a great deal of resources, including millions of dollars on advertising and marketing its services online, to ensure that it retains its reputation as an industry leader in customer satisfaction.

16. Mr. Cooper, WPM's CEO is a successful businessman and a well-known philanthropist in Miami and Israel.

17. On or about July 29, 2015, Mr. Cooper, WPM's CEO, received a long and ominous e-mail from an anonymous account identified only as "Ivory Soap," who purported to speak on behalf of a mysterious "group."

18. The email contained a rambling discussion of one of WPM's products and went on to make vague proposals of a "partnership" between WPM and the sender's "group" that "will be of mutual benefit."

19. The email also contained the following veiled threat: "The group will not tolerate any negative publicity when it comes to WPM."

20. The "partnership" proposal referenced in the email was entirely unsolicited, nor did Mr. Cooper have any idea what was the "group" that the anonymous author repeatedly mentioned. What is clear, however, is that the author was making negative insinuations about WPM's hard-earned ratings from the BBB and other ratings sites. It is also clear that the author wanted something from WPM, although he did not say exactly what that was.

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21. A follow-up to the email from "Ivory Soap" arrived several weeks later, in which the author of the first email revealed himself as "A. Rudsky," using the email address (b) (6) .com.

22. This A. Rudsky was familiar to Mr. Cooper as Alex Rudsky, a former employee in a previous business venture. Mr. Cooper had parted ways with Rudsky eight years earlier.

23. In his second email to Mr. Cooper, dated August 18, 2015, Rudsky wrote, "In reading the [customer] reviews it seems you already have a couple thorns in your side. Do you need more?" This was a clear threat to fabricate negative reviews online.

24. In addition, the email concluded with a threat to harm WPM's reputation. Referring to potential negative stories about WPM, Rudsky wrote, "We want to make sure these [stories] never make it to page 1...or all trust is gone[.]" This is a clear insinuation that he could harm WPM by falsely claiming on the Internet that WPM had faked the positive customer reviews that, in reality, are a reflection of the company's stellar reputation.

25. As before, Rudsky proposed an unspecified "partnership," but the tone of his second email was more obviously threatening.

26. Three days later, on or about August 21, 2015 Rudsky left a message with WPM's receptionist, in which he threatened to make false statements about WPM to the Better Business Bureau.

27. Later that day, Rudsky sent a third email. Unlike the ones preceding it, this one was short and to the point. It read:

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"Scott, I sent you an email the other day. I left you a message this morning.. My advise [sic] is not to ignore and hope I go away...

"You do not need our group to make things difficult on you.. So please man up and let's go over a few things that are needed to discuss.. have a good weekend. I expect to hear from you today."

28. The statement that Rudsky's "group" could "make things difficult on you" was a clear threat to WPM and Mr. Cooper himself.

29. Mr. Cooper then asked Matthew Whittaker, a member of WPM's advisory board and a former U.S. Attorney to intervene. Mr. Whittaker wrote an email to Rudsky stating that Rudsky's message and emails were "an apparent attempt at possible blackmail or extortion." Mr. Whittaker admonished Rudsky not to engage in potentially illegal activity.

30. Rudsky's response to Mr. Whittaker's email was unhinged. In that email, dated August 25, 2015, he makes multiple defamatory statements about WPM and Mr. Cooper personally:

> "Hi Matt,
>
> "I know exactly who you are I have spent the last few months going over your site.
>
> "Let me quickly explain how I came across WPM so you have a brief history. Annette Copper [sic], and my ex wife Judy are friends and communicate on regular basis. Annette mentions to Judy that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and

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you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

"A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a $1 million dollar pay out from a Mike Ashley. At that time I was owed $200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

"There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

"Very simple. Scott Cooper is running an absolute scam. You know it as well as I do.... [] I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to

AMERICAN OVERSIGHT

deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

"You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

31. Rudsky's email falsely states, among other things, that Mr. Cooper owed him an unpaid debt based on a non-existent contract. Rudsky was never a shareholder or "stakeholder" of Mr. Cooper's former business venture, nor was he entitled to any percentage of any business dealings of Mr. Cooper's company. In short, he made up the debt out of whole cloth.

32. The email also falsely insinuates that Mr. Cooper has a bad moral character.

33. The email also falsely claims that WPM is a scam and that its positive customer reviews are not legitimate.

34. Finally, it ends with a threat to harm WPM's reputation online if Rudsky is not paid $200,000 within 48 hours.

35. Later the same day, Rudsky wrote a second email to Mr. Whittaker, in which he stated, "You are party too a scam that is driving allot [sic] of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker."

36. The factual assertions in this email are also false, and it is quite clear that Rudsky is threatening Mr. Whittaker as well as WPM and Mr. Cooper.

37. The inescapable conclusion from Rudsky's emails to Mr. Cooper and Mr. Whittaker is that he is motivated by ill will toward Mr. Cooper and WPM

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and that he is deliberately defaming them as part of a scheme of extortion and blackmail.

COUNT ONE
Libel

38. Plaintiffs repeat and reallege each and every prior allegation herein.

39. Rudsky has willfully and maliciously published statements about WPM and Mr. Cooper that are both false and defamatory.

40. Specifically, Rudsky has falsely stated in emails to Mr. Whittaker that Mr. Cooper has a bad moral character, that Mr. Cooper owes an unpaid debt to Rudsky, that WPM is "a scam," and that WPM's positive customer reviews are fake.

41. Each of these statements is defamatory *per se* or has a defamatory meaning within the context of the emails.

42. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

COUNT TWO
Injurious Falsehood

43. The Plaintiffs repeat and reallege each and every prior allegation herein.

44. Rudsky has willfully made false statements in emails to another person about Mr. Cooper and his business, WPM.

45. These emails have deprived Mr. Cooper and WPM of prospective economic advantage by damaging their reputation and inducing others not to deal with Mr. Cooper or WPM.

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46. These false statements were made deliberately and maliciously.

47. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

WHEREFORE, Plaintiffs pray for an entry of judgment against Defendant that:

1. Awards compensatory and punitive damages according to proof;
2. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to refrain from publishing online or elsewhere the threatened false statements about WPM's customer reviews or any other false statements about WPM or Mr. Cooper;
3. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to desist from threatening WPM or Mr. Cooper for the purpose of extortion or blackmail;
4. Awards reasonable attorneys' fees and costs of this action; and
5. Awards all such other relief as the Court deems just and proper.

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JURY DEMANDED

Plaintiff hereby demands a trial by jury.

Dated: New York, New York
August 26, 2015

Respectfully submitted,

CREIZMAN LLC

By: /s/ Eric M. Creizman
Eric M. Creizman
Zachary S. Taylor
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
ztaylor@creizmanllc.com

AMERICAN OVERSIGHT

EXHIBIT B

From: A Rudsky [mailto:(b) (6)
Sent: Friday, August 21, 2015 12:15 PM
To: ceo@worldpatentmarketing.com
Subject: Hi

Scott, I sent you an email the other day.
I left you a message this morning..
My advise is not to ignore and hope I go away...

You do not need our group to make things difficult on you..

So please man up and let's go over a few things that are needed to discuss

have a good weekend. I expect to hear from you today.

AMERICAN OVERSIGHT

EXHIBIT C

From: A Rudsky [mailto:(b) (6)
Sent: Tuesday, August 25, 2015 2:23 PM
To: ceo@worldpatentmarketing.com
Subject:

Hi Matt,

I know exactly who you are I have spent the last few months going over your site.

Let me quickly explain how I came across WPM so you have a brief history. Annette Copper, and my ex wife Judy are friends and communicate on regular basis. Annette mentions to Judy that Scott is in the patent business and is absolutely killing it.

Judy calls me and says I know you are always looking for things to add to your export business and you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a $1 million dollar pay out from a Mike Ashley. At that time I was owed $200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

Very simple. Scott Cooper is running an absolute scam. You know it as well as I do. You do not have a warehouse in China nor do you patent or ship any products. You pick on people with very low IQ levels in middle america and have them pay you $1295 in hopes of riches to follow. I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...

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EXHIBIT D

-------- Original message --------

From: A Rudsky (b) (6) >

Date: 8/25/2015 1:40 PM (GMT-06:00)

To: Matthew Whitaker <mwhitaker@whglp.com>

Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?

Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----
From: Matthew Whitaker <mwhitaker@wnglp.com>
To: a.rudsky (b) (6) com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

Mr. Rudsky:

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

AMERICAN OVERSIGHT

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

WHITAKER HAGENOW
& GUSTOFF LLP WHG

Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

521 East Locust St., Suite 302

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:

This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.

AMERICAN OVERSIGHT

To: Cooper Scott[scott@worldpatentmarketing.com]
From: Eric Creizman
Sent: Wed 9/2/2015 11:41:35 PM
Subject: Fwd: Executed Order
Executed Order.pdf
Untitled attachment 45126.htm

Here's the order and the attachment.

Sent from my iPhone
Eric M. Creizman
Attorney at Law
Creizman LLC
565 Fifth Avenue, Fl. 7
New York, New York 10017
T: (212) 972-0200
F: (646) 200-5022

www.creizmanllc.com

Begin forwarded message:

> **From:** Zachary Taylor <ztaylor@creizmanllc.com>
> **Date:** September 2, 2015 at 2:27:28 PM EDT
> **To:** Eric Creizman <ecreiz@creizmanllc.com>
> **Subject: Executed Order**
>
> Here it is. Send me an email to confirm receipt.
>
> --
> Zachary S. Taylor
> Attorney at Law
> Creizman LLC
> 565 Fifth Avenue, Fl. 7
> New York, New York 10017
> T: (212) 972-0200
> F: (646) 200-5022
>
> www.creizmanllc.com

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To: [redacted]@aol.com]
Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Eric Creizman
Sent: Thur 8/27/2015 2:30:01 AM
Subject: Desa Industlries, et al. v. [redacted] (b)(6)
Filed Summons and Complaint.pdf (b)(6)

Attached please find a courtesy copy of the Summons and Complaint that has been filed by our firm on behalf of plaintiffs in the Supreme Court of the State of New York, Kings County.

--

Eric M. Creizman

CREIZMAN LLC
565 Fifth Avenue, New York, New York 10017
T: (212) 972-0200; F: (646) 200-5022
www.creizmanllc.com

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	:	INDEX NO.: _____
Plaintiffs,	:	SUMMONS
v.	:	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	:	
Defendant.	:	

TO THE ABOVE NAMED DEFENDANT:

YOU ARE HEREBY SUMMONED and required to serve upon Plaintiff's attorneys, whose address is:

Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017

an answer to the complaint in this action within 20 days after the service of this summons exclusive of the day of service, or within 30 days after the service is complete if this summons is not personally delivered to you within the State of New York. In case of your failure to answer, judgment will be taken against you by default for the relief demanded in the complaint.

Kings County is designated as the place of trial in that the Defendant maintains his principal residence and places of business and otherwise transacts business and operates in Kings County.

Dated: New York, New York
August 26, 2015

/s/ Eric M. Creizman
Creizman PLLC
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
Attorneys for Plaintiffs

AMERICAN OVERSIGHT

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF KINGS

DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, a Delaware corporation, and SCOTT J. COOPER,	:	INDEX NO.: _____
Plaintiffs,	:	COMPLAINT
v.	:	
ALEXANDER RUDSKY (aka "ALEX BROWN RUDSKY" and "ALEX RUDSKY BROWN" and "ALEX BROWN"),	:	
Defendant.	:	

Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and Scott J. Cooper by their undersigned attorneys, Creizman PLLC, for their complaint against Defendant, Alexander Rudsky, allege as follows:

NATURE OF ACTION

1. In or about July 2015, WPM and its CEO and Creative Director, Scott Cooper, began receiving a series of threatening emails. At first the author of these emails hid his identity, but by mid August 2015, the perpetrator revealed himself as well as his agenda: unless Mr. Cooper paid him $200,000, he would smear WPM's reputation by writing spurious negative online reviews and filing bogus complaints with the Better Business Bureau. There is a name for a proposal like this: blackmail.

2. The author of the threats is the Defendant, Alexander Rudsky. He is a former employee of Mr. Cooper from a previous business venture who is desperate to make money by any means. In his communications with Mr. Cooper,

AMERICAN OVERSIGHT

he portrayed himself as the spokesperson for a "group" that will "make things difficult" for Mr. Cooper by destroying his and WPM's reputation.

3. After writing several increasingly threatening emails, Rudsky upped the ante by making defamatory statements about Mr. Cooper and WPM in an email to a member of WPM's advisory board, Matthew G. Whittaker, the former United States Attorney of the Southern District Iowa appointed by President George W. Bush. In this email, dated August 25, 2015, Rudsky falsely claimed that Mr. Cooper owed him money and demanded to be paid $200,000. Although he insisted to Mr. Whittaker that "[t]here is no blackmail of any kind," he went on to do just that, by writing a defamatory screed about Mr. Cooper and WPM. Rudsky signed off the email to Mr. Whittaker with another ominous threat: "You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

4. What is clear is that Rudsky is a desperate individual who thinks nothing of using libel and extortion to get what he wants. He has already defamed Mr. Cooper and WPM in his email to Mr. Whittaker in a brazen attempt to extort $200,000. And he is threatening to take further action imminently if he is not paid. As he stated in his emails to Mr. Cooper and Mr. Whittaker, this action will consist of him and his "group" writing bogus online reviews and complaints in order to smear Mr. Cooper and WPM.

5. Plaintiffs bring this action to recover damages from Rudsky for defamation and to obtain an injunction preventing Rudsky from engaging in

AMERICAN OVERSIGHT

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further defamation against Mr. Cooper or WPM as part of his extortionate scheme.

PARTIES

6. Plaintiff WPM is a Delaware corporation conducting business in Miami-Dade County, Florida and elsewhere.

7. Plaintiff Scott J. Cooper is an individual residing in Miami-Dade County, Florida.

8. Defendant Alex Rudsky is an individual residing in Kings County.

JURISDICTION AND VENUE

11. This Court has personal jurisdiction over Defendant under CPLR § 301 because Defendant resides and does business in New York, and under CPLR § 302 because this action arises out of Defendant's tortious conduct in New York.

12. Venue is proper under CPLR § 503 because Defendant resides in Kings County.

FACTS

13. WPM is a worldwide provider of patent and engineering services that greatly depends on its stellar reputation in the industry to thrive. WPM offers its customers support through a full range of services, from researching, patenting and prototyping inventions, to manufacturing products, retail, and investing in some of its customers' companies.

14. WPM prides itself on providing the utmost levels of quality and services to its clients. WPM has earned an A rating with the Better Business Bureau, and is a member of the US Chamber of Commerce, Dun and Bradstreet,

AMERICAN OVERSIGHT

the Association for Manufacturing Excellence, and the International Licensing Industry Merchandisers' Association (LIMA). WPM has also received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com.

15. WPM has spent a great deal of resources, including millions of dollars on advertising and marketing its services online, to ensure that it retains its reputation as an industry leader in customer satisfaction.

16. Mr. Cooper, WPM's CEO is a successful businessman and a well-known philanthropist in Miami and Israel.

17. On or about July 29, 2015, Mr. Cooper, WPM's CEO, received a long and ominous e-mail from an anonymous account identified only as "Ivory Soap," who purported to speak on behalf of a mysterious "group."

18. The email contained a rambling discussion of one of WPM's products and went on to make vague proposals of a "partnership" between WPM and the sender's "group" that "will be of mutual benefit."

19. The email also contained the following veiled threat: "The group will not tolerate any negative publicity when it comes to WPM."

20. The "partnership" proposal referenced in the email was entirely unsolicited, nor did Mr. Cooper have any idea what was the "group" that the anonymous author repeatedly mentioned. What is clear, however, is that the author was making negative insinuations about WPM's hard-earned ratings from the BBB and other ratings sites. It is also clear that the author wanted something from WPM, although he did not say exactly what that was.

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21. A follow-up to the email from "Ivory Soap" arrived several weeks later, in which the author of the first email revealed himself as "A. Rudsky," using the email address (b) (6)

22. This A. Rudsky was familiar to Mr. Cooper as Alex Rudsky, a former employee in a previous business venture. Mr. Cooper had parted ways with Rudsky eight years earlier.

23. In his second email to Mr. Cooper, dated August 18, 2015, Rudsky wrote, "In reading the [customer] reviews it seems you already have a couple thorns in your side. Do you need more?" This was a clear threat to fabricate negative reviews online.

24. In addition, the email concluded with a threat to harm WPM's reputation. Referring to potential negative stories about WPM, Rudsky wrote, "We want to make sure these [stories] never make it to page 1...or all trust is gone[.]" This is a clear insinuation that he could harm WPM by falsely claiming on the Internet that WPM had faked the positive customer reviews that, in reality, are a reflection of the company's stellar reputation.

25. As before, Rudsky proposed an unspecified "partnership," but the tone of his second email was more obviously threatening.

26. Three days later, on or about August 21, 2015 Rudsky left a message with WPM's receptionist, in which he threatened to make false statements about WPM to the Better Business Bureau.

27. Later that day, Rudsky sent a third email. Unlike the ones preceding it, this one was short and to the point. It read:

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"Scott, I sent you an email the other day. I left you a message this morning.. My advise [sic] is not to ignore and hope I go away...

"You do not need our group to make things difficult on you.. So please man up and let's go over a few things that are needed to discuss.. have a good weekend. I expect to hear from you today."

28. The statement that Rudsky's "group" could "make things difficult on you" was a clear threat to WPM and Mr. Cooper himself.

29. Mr. Cooper then asked Matthew Whittaker, a member of WPM's advisory board and a former U.S. Attorney to intervene. Mr. Whittaker wrote an email to Rudsky stating that Rudsky's message and emails were "an apparent attempt at possible blackmail or extortion." Mr. Whittaker admonished Rudsky not to engage in potentially illegal activity.

30. Rudsky's response to Mr. Whittaker's email was unhinged. In that email, dated August 25, 2015, he makes multiple defamatory statements about WPM and Mr. Cooper personally:

> "Hi Matt,
>
> "I know exactly who you are I have spent the last few months going over your site.
>
> "Let me quickly explain how I came across WPM so you have a brief history. Annette Copper [sic], and my ex wife Judy are friends and communicate on regular basis. Annette mentions to Judy that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and

AMERICAN OVERSIGHT

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you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

"A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a $1 million dollar pay out from a Mike Ashley. At that time I was owed $200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

"There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

"Very simple. Scott Cooper is running an absolute scam. You know it as well as I do…. [] I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to

AMERICAN OVERSIGHT

deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

"You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear..."

31. Rudsky's email falsely states, among other things, that Mr. Cooper owed him an unpaid debt based on a non-existent contract. Rudsky was never a shareholder or "stakeholder" of Mr. Cooper's former business venture, nor was he entitled to any percentage of any business dealings of Mr. Cooper's company. In short, he made up the debt out of whole cloth.

32. The email also falsely insinuates that Mr. Cooper has a bad moral character.

33. The email also falsely claims that WPM is a scam and that its positive customer reviews are not legitimate.

34. Finally, it ends with a threat to harm WPM's reputation online if Rudsky is not paid $200,000 within 48 hours.

35. Later the same day, Rudsky wrote a second email to Mr. Whittaker, in which he stated, "You are party too a scam that is driving allot [sic] of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker."

36. The factual assertions in this email are also false, and it is quite clear that Rudsky is threatening Mr. Whittaker as well as WPM and Mr. Cooper.

37. The inescapable conclusion from Rudsky's emails to Mr. Cooper and Mr. Whittaker is that he is motivated by ill will toward Mr. Cooper and WPM

AMERICAN OVERSIGHT

and that he is deliberately defaming them as part of a scheme of extortion and blackmail.

COUNT ONE
Libel

38. Plaintiffs repeat and reallege each and every prior allegation herein.

39. Rudsky has willfully and maliciously published statements about WPM and Mr. Cooper that are both false and defamatory.

40. Specifically, Rudsky has falsely stated in emails to Mr. Whittaker that Mr. Cooper has a bad moral character, that Mr. Cooper owes an unpaid debt to Rudsky, that WPM is "a scam," and that WPM's positive customer reviews are fake.

41. Each of these statements is defamatory *per se* or has a defamatory meaning within the context of the emails.

42. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

COUNT TWO
Injurious Falsehood

43. The Plaintiffs repeat and reallege each and every prior allegation herein.

44. Rudsky has willfully made false statements in emails to another person about Mr. Cooper and his business, WPM.

45. These emails have deprived Mr. Cooper and WPM of prospective economic advantage by damaging their reputation and inducing others not to deal with Mr. Cooper or WPM.

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46. These false statements were made deliberately and maliciously.

47. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

WHEREFORE, Plaintiffs pray for an entry of judgment against Defendant that:

1. Awards compensatory and punitive damages according to proof;
2. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to refrain from publishing online or elsewhere the threatened false statements about WPM's customer reviews or any other false statements about WPM or Mr. Cooper;
3. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to desist from threatening WPM or Mr. Cooper for the purpose of extortion or blackmail;
4. Awards reasonable attorneys' fees and costs of this action; and
5. Awards all such other relief as the Court deems just and proper.

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FTC-18-0836-B-000495

JURY DEMANDED

Plaintiff hereby demands a trial by jury.

Dated: New York, New York
August 26, 2015

Respectfully submitted,

CREIZMAN LLC

By: /s/ Eric M. Creizman
Eric M. Creizman
Zachary S. Taylor
565 Fifth Avenue, 7th Floor
New York, New York 10017
Telephone: (212) 972-0200
Facsimile: (646) 200-5022
Email: ecreiz@creizmanllc.com
ztaylor@creizmanllc.com

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LAW OFFICES OF
LEHR LEVI & MENDEZ, P.A.

1401 Brickell Avenue, Suite 910
Miami, Florida 33131
Tel: (305) 377-1777
Fax: (305) 377-0087

Website:
www.LehrLeviMendez.com

BRUCE H. LEHR*
ANDREW K. LEVI**
SHERLEEN MENDEZ*

*ALSO ADMITTED IN NEW YORK
**ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 6, 2016

BY EMAIL

(b)(6)

112 W. 34th Street, 18th Floor
New York, New York 10120
(b)(6) @pllawfirm.com

RE: World Patent Marketing

Dear (b)(6)

I am writing as a follow-up to our discussion last week concerning (b)(6) During our conversation, you stated that World Patent Marketing ("MPM") has violated the American Inventors Protection Act of 1999 (35 U.S.C. § 297), ("AIPA"), and asked that I inform you if your reading of the statute was incorrect

As an initial matter, your allegations are baseless. You have not, and cannot, identify any "material false or fraudulent statement or representation, or omission of material fact" by WPM with respect to its dealings with your client. Moreover, your assertion relies on the faulty premise that WPM is an "invention promoter" as defined by the AIPA. It most certainly is not.

WPM provides a variety of services to its clients that place it well outside the ambit of an "invention promoter" as defined under the AIPA. This includes invention research, such as commercial evaluation of utility patents; manufacturing of products; retail sales of customers' products it manufactures on its website Shop.worldpatentmarketing.com; patent assistance services; engineering and prototyping services; website and mobile applications development; and advertising and marketing services on both internet and traditional media. *See* 35 U.S.C. §297(c)(3)(C) and (E).

For these reasons, any suit that you are considering bringing under this statute would be frivolous. Moreover, in light of the specific information provided to you in this letter, such a suit would subject you and your client to Rule 11 sanctions. In fact, we would include this letter in our motion to dismiss and for sanctions to show that you and your client were aware of the baseless nature of any claim brought under AIPA against WPM.

AMERICAN OVERSIGHT

We have warned (b)(6) that his slanderous and defamatory statements to WPM's clients and potential clients must cease immediately. Now that you are aware that any AIPA claim would be baseless and frivolous, we again demand that your client immediately cease his illegal conduct. If this improper conduct continues, he faces a legal suit for causes of action that could include defamation, slander, tortious interference with contract, and tortious interference with advantageous business relationships.[1]

WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; and (vi) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT). Any defamatory statements by you or your clients regarding WPM also besmirches this outstanding corporate leadership, who enjoy wide-spread recognition and respect.

What this matter ultimately comes down to is your client's dissatisfaction that his invention did not become as profitable as he had hoped. Of course, WPM would like nothing more than for his product to succeed and for WPM to be credited with making it a success. However, WPM does not guarantee, and cannot ensure a project's success. Unfortunately, your client did not achieve the result he dreamed of, but blame cannot be left at WPM's door. By seeking to besmirch WPM's reputation and extort it by threatening legal action in order to obtain a refund of some kind, where WPM did everything it promised it would do, your client is engaging in the very kind of sharp practices he falsely attributes to WPM.

For the last time, we demand that your client cease and desist from his campaign of falsehoods against WPM. If he fails to do so, our client will seek any and all remedies available to it under the law.

Very truly yours,

LEHR LEVI & MENDEZ, P.A.

By:_____
Andrew K. Levi, Esq.

[1] The failure to refer to any specific remedy or action herein is not a waiver of said remedy or action, and shall not be treated as such by you.

AMERICAN OVERSIGHT

To: scott[scott@worldpatentmarketing.com]
From: Andrew Levi
Sent: Thur 6/9/2016 7:22:55 AM
Subject: Revised letter and inoice
WPM -(b)(6) Letter 6-6-16 (v4).docx
(b) (6) Cease and Desist Letter - WPM.docx
LLM - WPM 6-6-16 Invoice (rev).pdf

Scott,

Attached please find a revised draft of the (b)(6) letter and a draft letter for (b)(6) I also revised the invoice and credited you for our phone calls.

Please let me know if you have any questions,

Andy

AMERICAN OVERSIGHT

DRAFT

June 6, 2016

BY EMAIL

(b)(6)
112 W. 34th Street, 18th Floor
New York, New York 10120
(b)(6) @pllawfirm.com

RE: World Patent Marketing

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AMERICAN OVERSIGHT

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Any defamatory statements by you or your clients regarding WPM also besmirches this outstanding corporate leadership, who enjoy wide-spread recognition and respect.

What this matter ultimately comes down to is your client's dissatisfaction that his invention did not become as profitable as he had hoped. Of course, WPM would like nothing more than for his product to succeed and for WPM to be credited with making it a success. However, WPM does not guarantee, and cannot ensure a project's success. Unfortunately, your client did not achieve the result he dreamed of, but blame cannot be left at WPM's door. By seeking to besmirch WPM's reputation and extort it by threatening legal action in order to obtain a refund of some kind, where WPM did everything it promised it would do, your client is engaging in the very kind of sharp practices he falsely attributes to WPM.

For the last time, we demand that your client cease and desist from his campaign of falsehoods against WPM. If he fails to do so, our client will seek any and all remedies available to it under the law.

Very truly yours,

LEHR LEVI & MENDEZ, P.A.

By:_____
Andrew K. Levi, Esq.

[1] The failure to refer to any specific remedy or action herein is not a waiver of said remedy or action, and shall not be treated as such by you.

AMERICAN OVERSIGHT

June 8, 2016

BY EMAIL AND FEDERAL EXPRESS

(b)(6)
ADD ADDRESS AND EMAIL

RE: World Patent Marketing Confidentiality Agreement and Management Agreement

Dear (b)(6)

This law firm represent sWorld Patent Marketing. This is a cease and desist letter, directing you to immediately close your competing business Global Patent Network and cease your threats to steal World Patent Marketing's clients. Should you continue, we will seek legal action against you that include breach of contract, larceny, tortuous interference, theft and misappropriation of trade secrets, and violations of the Computer Fraud and Abuse Act and Economic Espionage Act.[1]

You entered into a binding confidentiality agreement and branch licensing agreement with World Patent Marketing, in which you agreed not to "divulge or make use of any Confidential Information . . . without the prior written consent of the Corporation." Confidential Information includes information about World Patent Marketing's customers. See Confidentiality Agreement at para. a.8.

Moreover, your threats to use your confidential knowledge of World Patent Marketing's customers constitutes attempted trade secret theft under Florida law and attempted larceny by extortion under the New York Penal Code. Both of these crimes have penalties that include imprisonment and fines.

The Confidentiality Agreement also prohibits you from competing with World Patent Marketing and "directly or indirectly, solicit[ing] or attempt[ing] to solicit"any business from any of the Corporation's Customers, Customer Prospects, or Vendors."

[1] The failure to refer to any specific remedy or action herein is not a waiver of said remedy or action, and shall not be treated as such by you.

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Confidentiality Agreement at para. h and i. Your company, Global Patent Network, is in direct violation of these non-compete provisions of the Confidentiality Agreement and our client is prepared to hold you fully accountable for these actions.

We insist that you immediately cease all operations of Global Patent Network, including, but not limited to, the permanent shut down of the website and wind down of its Delaware LLC. We also require documentary proof that you have performed these tasks.

Failure to provide the proof requested by close of business on June 10, 2016 will result in our client seeking any and all remedies available under the law.

Sincerely,

Andrew K. Levl, Esq.

AMERICAN OVERSIGHT

LAW OFFICES OF
LEHR LEVI & MENDEZ, P.A.
1401 Brickell Avenue, Suite 910
Miami, Florida 33131
Tel: (305) 377-1777
Fax: (305) 377-0087
Website:
www.LehrLeviMendez.com

BRUCE H. LEHR*
ANDREW K. LEVI**
SHERLEEN MENDEZ*

*ALSO ADMITTED IN NEW YORK
**ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 6, 2016

Scott J. Cooper
CEO and Creative Director
World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, FL 33139

INVOICE APRIL 26, 2016 THROUGH JUNE 6, 2016

For Professional Services Rendered

Date	Services	Rate	Fees
April 26, 2016	Calls with Client; Reviewed materials, prepared Cease and Desist Letter to (b)(6) (b)(6)	$500/AKL	$900.00
	Total time: 1.8 hours		
	Courtesy Discount:		-$125.00
April 27, 2016	Correspondence with (b)(6) and client	$500/AKL	$125.00
	Total time: .25 hour		
April 28, 2016	Reviewed materials and prepared Cease and Desist Letter to (b) (6)	$500/AKL	$1,050.00
	Total time: 2.1 hours		
April 29, 2016	Call with (b)(6) Correspondence with client	$500/AKL	$300.00
	Total time: .6 hour		
April 30, 2015	Correspondence with Client	$500/AKL	$50.00

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	(b)(6)		
	Total time: .1 hour		
		Courtesy Discount:	-$50.00
May 2, 2016	Call and emails with client; Revisions to (b)(6) Cease and Desist letter	$500/AKL	$650.00
	Total time: 1.3 hours		
		Courtesy Discount:	-$75.00
May 3, 2016	Correspondence with (b)(6) and Client *re* (b)(6)	$500/AKL	$200.00
	Total time: .4 hour		
May 4, 2016	Research of potential claims against (b)(6) and qualified privilege for BBB complaint	$400/SBM	$640.00
	Total time: 1.6 hours		
	Correspondence with (b)(6) (b)(6) ; Discussions and correspondence with client	$500/AKL	$375.00
	Total time: .75 hour		
		Courtesy Discount:	-$100.00
May 6, 2016	Correspondence with (b)(6) Discussions and correspondence client *re* (b)(6)	$500/AKL	$200.00
	Total time: .4 hour		
		Courtesy Discount:	-$75.00
May 8, 2016	Drafted revisions to Master Service Contract	$500/AKL	$1,150.00
	Total time: 2.3 hours		

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May 9, 2016	Correspondence with Client	$500/AKL	$100.00
	Total time: .2		
		Courtesy Discount:	-$100.00
May 10, 2016	Revised Master service Contract; Correspondence with Client *re* *re* meeting	$500/AKL	$150.00
	Total Time: .3 hour		
May 11, 2016	Correspondence with Client	$500/AKL	$50.00
	Total time: .1		
		Courtesy Discount:	-$50.00
May 12, 2016	Correspondence with Client	$500/AKL	$100.00
	Total time: .2		
		Courtesy Discount:	-100.00
May 13, 2016	Correspondence with Client *re* (b)(6) (b)(6)	$500/AKL	$50.00
	Total time: .1		
		Courtesy Discount:	-50.00
May 15, 2016	Review of (b)(6) naterials; Review o(b)(6) correspondence; Correspondence with Client	$500/AKL	$375.00
	Total Time: .75 hour		
May18, 2016	Review of (b)(6) materials and prepared draft Cease and Desist letter	$500/AKL	$300.00
	Total Time: .6 hour		
May 19, 2016	Correspondence with Client; Draft of (b)(6) Cease and Desist letter	$500/AKL	$200.00
	Total Time: .4 hour		
May 20, 2016	Correspondence with Client; Revised (b)(6) Cease and Desist letter	$500/AKL	$150.00
	Total Time: .3 hour		

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May 23, 2016	Revised Master Service Contract to include Arbitration Clause Total Time: 1.25 hours	$500/AKL	$625.00
May 25, 2016	Correspondence with Client; (b) (6) Cease and Desist letter Total Time: .5 hour	$500/AKL	$250.00
June 1, 2016	Correspondence and discussion with (b)(6) Correspondence and discussion with Client; Review of applicable sections of American Inventor's Protection Act Total time: 2.6 hours	$500/AKL	$1,300.00
	Courtesy Discount:		-$100.00
June 3, 2016	Draft of letter to (b)(6) Total time: 1.6	$500/AKL	$800.00
June 5, 2016	Reviewed emails and drafted response to (b)(6) threats and complaints Total time: .6 hours	$500/AKL	$300.00

AMERICAN OVERSIGHT

June 6, 2016	Completed draft of letter to (b)(6) Esq.; discussed (b)(6) (b)(6) website with client: Revised Letter to (b)(6) sq.; correspondence and call with client	$500/AKL	$1,400.00
		Courtesy Discount:	-$125.00
	Total time: 2.8 hours		

Legal Services:	$10,790.00
Expenses:	$215.80
Invoice total:	$11,005.80
Previous retainer:	$5,000.00
Total due (including retainer replenishment):	$11,005.80

Please make checks payable to Lehr Levi & Mendez, P.A.

AMERICAN OVERSIGHT

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Scott Cooper
Sent: Wed 12/30/2015 10:54:33 PM
Subject: EmailQuestionnaire_AxialGrowth100
EmailQuestionnaire_AxialGrowth100.docx

Hi (b)(6) - sorry for delayed response

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

AMERICAN OVERSIGHT

TRY TO COMPLETE ALL QUESTIONS IN THIS SECTION:

- **Tell me about your company. What do you do? What's your market/customer base?**

  World Patent Marketing is an innovation incubator, helping entrepreneurs and institutions develop their ideas and companies from inception to execution. We are essentially a one stop shop for entrepreneurs and inventors, We significantly boost their chance of success by providing expertise in the areas of research, engineering, prototyping, patenting, licensing, manufacturing, distribution, retail and marketing. I also created an investment earlier this year to enable me to personally invest in some of our more interesting transactions . You can also learn more about what we do by visiting www.WorldPatentMarketing.com.

- **Can you give a general sense of the size of the company (employees? customers? any other metric?)**
  With offices throughout the United States as well as South America, the United Kingdom, Middle East and Asia, we have a vast and dedicated team of 400 agents and employees.

- **Did you found the company? How did you come to be CEO?**
  I founded the company in 2010 after I grew tired of my career in finance. I realized that with mature companies, there are often limited opportunities to chart a personalized career path. I wanted to work in the early and growing stages of businesses and saw growth and opportunity within the innovation industry. Now, I go to work every day inspired by the goals set by bold entrepreneurs and haven't looked back since.

- **Why has your company been successful to date? How are you growing?**
  My company has been successful for two main reasons: the incredibly talented individuals who work for World Patent Marketing and the bold inventors who trust us to help bring their inventions to life. Both my employees and my clients have allowed my company to grow substantially in a short period of time and I know that with their partnership, even more growth awaits for World Patent Marketing.

- **What are you most proud of as a CEO (something you've personally achieved, a major goal reached for the business)?**
-
- We have a very diverse advisory board which has opened doors that I never dreamed possible. The board includes Dr. Aileen Marty, a member of President Obamas Advisory Council, Pascal Bida Koyagbele, Central African Republic candidate for President, Dr. Ronald Mallett, a Theoretical Physics professor that has been studying time travel for decades, General Nitzan Nuriel of the Israeli Defense Forces, Matthew Whitaker, Former US Attorney and candidate for the United States Senate. This type of expertise allows World Patent Marketing to service a wide range of innovations and help foster leaders in the global market!

- **Where do you hope to take your company in the next 1, 3 or 5 years? What will help you get there?**

  As we continue to expand globally, I have realized that World Patent Marketing can play a role in shaping the fate of nations. We can actually have a seat at the table. We are working with Saudi Arabia on helping it reach its goals of transforming to a knowledge based economy within fifteen years. We are also working towards bringing better communication and internet to the Central African Republic. We have big goals but if we are successful, the rewards will be tremendous.

AMERICAN OVERSIGHT

- **What's your personal leadership style? What do you think is your most valuable quality as a CEO**?

I have been described as "unconventional" for most of my life and I am definitely no stranger to taking risks. My brutal honesty has also done well for me in business. Other make excuses. If I make a mistake, I admit it and move on. This has allowed me to manage expectations and foster a great level of trust from those who work with me. I've found that trust is key to any business relationship and my ability to establish it early on helps me greatly as a leader.

TRY TO COMPLETE ALL QUESTIONS IN AT LEAST 2 OF THE BELOW SECTIONS:

Innovation:

- **What makes you an innovator?**
  I'm an innovator because I have been able to found and develop a successful global company that has given many others a new lease on life by helping to turn their invention aspirations into a reality. I transformed and innovated my career and life from dull and predictable to fulfilling and exciting.

- **What specifically have you created/ideated?**
  Recently I partnered up with FIU Professor Dr. Aileen Marty on what we call the Disaster Communications Drone. For the first time ever, it will provide extended range connections to distant hotspots during a communications breakdown. This will be especially helpful during natural disasters.

- **Is your innovation exhibited in ideas, strategy or a physical product?**
  My innovation is exhibited in all three of the above categories, depending on the project. I am highly involved and invested in all of my clients so collaborating with them consists of a fluid mix of innovation ideas, strategies and of course, the physical product.

- **Why are these ideas/strategies/products different from competitors/unique to the market?**
  We take risk alongside our clients. We partner on deals and I invest real money on innovative ideas. I can promise you that none of my competitors have as many sleepless nights as I do.

- **How does innovation give your company a competitive edge?**
  Innovation plays a major role for World Patent Marketing. We are the only company of its kind, from "idea to retail", as we say. We have the ability to work with an inventor or entrepreneur the day after he or she has a vision for an idea and hasn't even put it on paper. We are then able to see the journey of that idea through all the way to manufacturing and retail.

- **What kind of innovation do you see taking place within your company and in your industry in the future?**
  I can't say too much about it but we are working on some very cutting edge ideas. We are launching The Theoretical Physics Exchange next month – a one of a kind theoretical commodity exchange tied to the price of Bitcoin.

AMERICAN OVERSIGHT

Customer Experience

- **Explore further the customers of the company. What kind of customer experience does your company create?**
  I am very hands on and heavily invested in the vision of the customer. More than just investing money, I invest strategic thinking in all stages of the innovation process and I ensure my customers understand exactly what they're getting into when trying to bring an invention or innovation to market. It's a long and meticulous process, but once a customer signs on to work with us, we are fully committed to being their partner in that process.

- **Why is this customer experience unique and important to the company's success?**
  The customer experience is everything to World Patent Marketing. As I mentioned earlier, our clients are key to the company's success, so not only do we want to promise satisfaction, but we also want to reinforce the notion that we are their business partners and team, so it's in everyone's interest to maintain a committed and trustworthy relationship.

- **How do you define "customer experience". Why is customer experience important?**
  Customer experience is everything from the front desk answering the phone every time a customer tries to reach the company, to providing my customers with a direct way to contact me whenever they need. I always want my customers to understand that I am their go-to in providing counsel and am going through the process with them.

- **How did you install this customer experience?**

- **Do you have a great example of a customer? A success story?**

  Teddy's Ballie Bumpers is a recent success story. (b)(6) a California inventor, came up with an innovative idea to keep pet and children's toys from getting lost and stuck under the couch. His product was just shown on AS SEEN ON TV and can be purchases at buyteddys.com.

- **Has focusing on customer experience helped with customer acquisition? retention?**

Absolutely, most of our business today comes referrals of existing customers. We also came up with a way to help those that can't afford our services through a rewards program called World Patent Marketing Dollars. Customer advocacy is going to become more important in the future and we take it very seriously.

AMERICAN OVERSIGHT

To: scott@wpmemail.com[scott@wpmemail.com]
From: WordPress
Sent: Wed 6/22/2016 10:38:31 AM
Subject: [World Patent Marketing TV] Please moderate: "Invention Evaluation by World Patent Marketing's Matthew G. Whitaker"

A new comment on the post "Invention Evaluation by World Patent Marketing's Matthew G. Whitaker" is waiting for your approval
http://worldpatentmarketing.tv/invention-evaluation-by-world-patent-marketings-matthew-g-whitaker/

Author (b)(6) (IP: (b)(6) .)
Email: (b)(6) googlemail.com
URL: http://mariowelte.de/6y5j
Comment:
Did you just create your new Facebook page? Do you want your page to look a little more "established"? I found a service that can help you with that. They can send organic and 100% real likes and followers to your social pages and you can try before you buy with their free trial. Their service is completely safe and they send all likes to your page naturally and over time so nobody will suspect that you bought them. Try their service for free here: http://s.t0m-s.be/42

Approve it: http://worldpatentmarketing.tv/wp-admin/comment.php?action=approve&c=134#wpbody-content
Trash it: http://worldpatentmarketing.tv/wp-admin/comment.php?action=trash&c=134#wpbody-content
Spam it: http://worldpatentmarketing.tv/wp-admin/comment.php?action=spam&c=134#wpbody-content
Currently 116 comments are waiting for approval. Please visit the moderation panel:
http://worldpatentmarketing.tv/wp-admin/edit-comments.php?comment_status=moderated#wpbody-content

AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Bernard Egozi
Sent: Thur 5/14/2015 10:11:07 PM
Subject: RE: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

(b)(6) .doc

Attached is the draft letter. Let me know if you suggest any edits.

Bernard L. Egozi
Egozi & Bennett, P.A.
2999 NE 191st Street, Suite 407
Aventura, Florida 33180
Telephone: 305.931.3000, Ext. 101
Direct Dial: 305.931.9342
Cell: 305.335.0381
Facsimile: 305.931.9343
begozi@egozilaw.com
www.egozilaw.com

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, May 14, 2015 4:48 PM
To: Bernard Egozi
Subject: FW: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

WORLD Patent Marketing

World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, May 14, 2015 4:48 PM
Subject: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

Scott J. Cooper
CEO & Creative Director

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1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

AMERICAN OVERSIGHT

e-mail: begozi@egozilaw.com
direct: 305.931.9342

May 14, 2015

VIA FEDEX OVERNIGHT

(b)(6)

(b)(6)

Miami, Florida 33131

RE: World Patent Marketing

Dear (b)(6)

This law firm represents Desa Industries, Inc. d/b/a World Patent Marketing ("World Patent Marketing"). We are disturbed to learn that you have been engaging in blackmail in a deliberate effort to unfairly and deceptively compete with World Patent Marketing. As such, I write to put an end to this illegal and contrived effort to damage World Patent Marketing's reputation before we are forced to litigate the matter.

Specifically, today, World Patent Marketing received a telephone message from you purporting to act as counsel to (b)(6) a World Patent Marketing client. While this conduct alone is illegal, we were even more disturbed when, after contacting (b)(6) directly, we learned that he had no such complaint as you falsely described in your message, but instead simply wanted a refund because he could not afford the service at this time. (b)(6) also confirmed that he never authorized you to make any of the specious claims or threats that you asserted on the voicemail message. In any event, World Patent Marketing issued a full refund to (b)(6) However, your dissemination of false and disparaging information about World Patent Marketing could have a serious and negative effect on our its business and its relationship with its clients. Accordingly, these attempts at extortion need to stop now

Indeed, your unlawful conduct threatens to cause World Patent Marketing to lose business and it will seek all available legal remedies to ensure that this does not occur. You have proceeded far beyond what the law defines as free speech and, instead, have engaged in an unlawful and intentional interruption and disparagement of World Patent Marketing's business for the sole purpose of directing potential clients away from World Patent Marketing.

While you may be jealous of World Patent Marketing's success, resorting to blackmail to gain business will not be tolerated. For that reason, World Patent Marketing hereby demands that you immediately cease and desist from making any further defamatory remarks regarding World Patent Marketing or illegally threatening to publish its materials to the Better Business Bureau in exchange for money. Should you fail to do so, World Patent Marketing will avail itself of all appropriate legal remedies, including the filing of a lawsuit against you and (b)(6)

(b)(6)

AMERICAN OVERSIGHT

Before litigating this matter, World Patent Marketing is giving you one opportunity to discontinue your illegal conduct by complying with this demand by no later than May 22, 2015. If we do not receive written confirmation that you will immediately discontinue your threats of extortion and making any disparaging and defamatory remarks regarding World Patent Marketing by the close of business on May 22, 2015, a lawsuit seeking injunctive relief and substantial monetary damages will be filed without further notice or warning.

PLEASE GOVERN YOURSELF ACCORDINGLY.

Sincerely,

EGOZI & BENNETT, P.A.

By: _____
Bernard L. Egozi

BLE/ggt

cc: (b)(6)
Miami, Florida 33131

Matthew G. Whitaker (World Patent Marketing)

AMERICAN OVERSIGHT

To: Scott Cooper[publicity@worldpatentmarketing.com]
From: (b)(6)
Sent: Tue 9/1/2015 5:20:48 PM
Subject: Re: Your Idea Just Got A Lot More Protection...

Stop sending youre fucking loes and shove youre yaght up yoire fuxking ass

On Aug 28, 2015 5:39 PM, "World Patent Marketing Advisory Board" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.



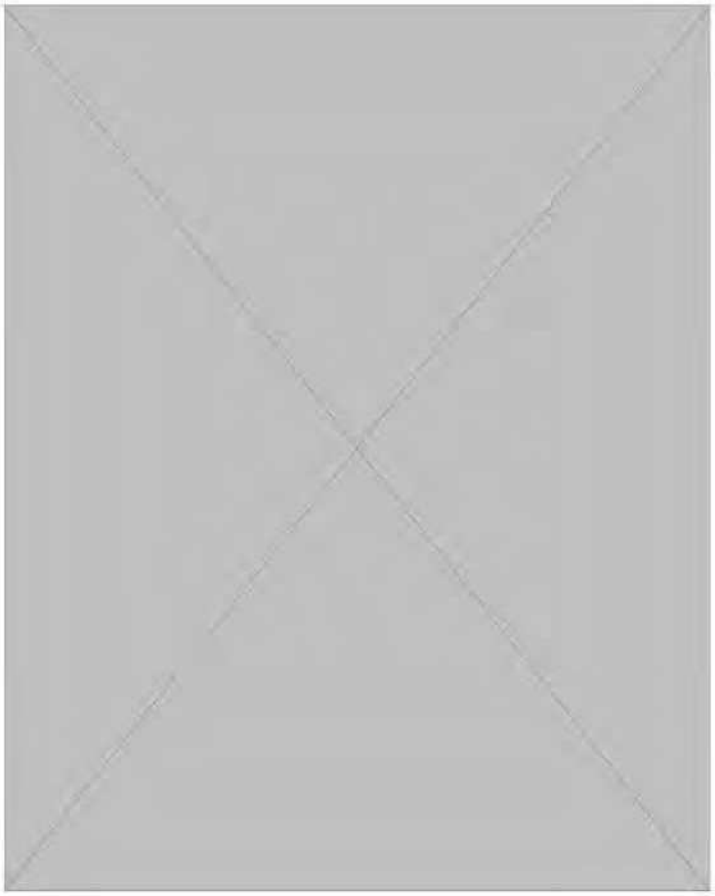
World Patent Marketing **Press Release**

PROTECT YOUR IDEA!

World Champion Moti Horenstein Joins World Patent Marketing Advisory Board As Director of Security Risk Management

CLICK HERE

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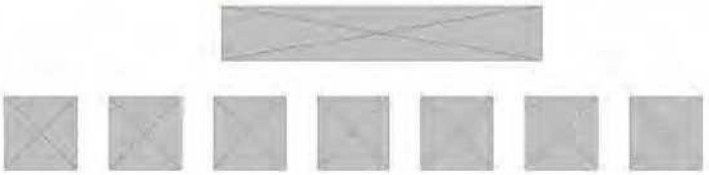
CLICK HERE

TO GET THE CLASSIFIED INFO

World Patent Marketing Scott J. Cooper CEO and Creative Director	**World Patent Marketing Advisory Board** Christopher Robert Seaver, MD General Surgeon, Holy Cross Hospital
World Patent Marketing Advisory Board Moti Horenstein, Martial Arts World Champion, IDF Special Forces & Commando	**World Patent Marketing Advisory Board** Matthew G. Whitaker, Former US Attorney and United States Senate Candidate
World Patent Marketing Advisory Board Richard Sulaka, Macomb County Deputy Public Works Commissioner	**World Patent Marketing Advisory Board** Omar Rivero, Candidate for District 118 Florida House of Representatives
World Patent Marketing Advisory Board Brigadier General (Res) Nitzan Nuriel and Counter Terrorism Expert	**World Patent Marketing Advisory Board** To Be Announced September 2015

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SCRIPT #2 "THE FIRST THING"

WPM-T-114/DECEMBER 2014

MUSIC UP

MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES. HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.

MATT VO: Don't know the first thing about patenting an invention or bringing it to market?

BURST OF LIGHT

CUT TO REVERSE ANGLE OF COMPUTER SCREEN WITH WPM LOGO ON IT.

Now you do.

Call World Patent Marketing.

CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT ON CAMERA: Hi, I'm Matt Whitaker.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

Do you have an idea for a new product or invention?

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WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

Do you want to sell it for a cash payout or royalties?

AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR RETAILERS ASSOCIATED WITH WPM SCROLL BEHIND HIM.

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Let them help unlock your invention's potential, walking you through every step, from inception to sales.

AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.

World Patent Marketing is full service and fully committed to your success.

WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM WITH THE WORDS: "FULL SERVICE" & "FULLY COMMITTED".

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VO TALENT: One call starts it all. And now, you can get a FREE, no-obligation invention consultation.

You have nothing to lose and everything to gain. So call now!

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MATTHEW: Put your trust **and invention idea** where they belong…World Patent Marketing.

PROJECTION BEHIND MATT CHANGES TO A LIST OF COMPANIES WHO AWARDED WPM FIVE-STAR REVIEW: FROM GOOGLE, TRUSTPILOT, SHOPPER APPROVED, CUSTOMER LOBBY, RESELLERRATINGS.COM.

They're the **ONLY** patent assistance company awarded a five-star review rating.

The world is waiting for the next great thing. So what are you waiting for?

END CARD WITH WPM LOGO/PHONE NUMBER AND OTHER PERTINENT COMPANY INFO: I.E. FEATURED ON CNBC AND IN THE WALL STREET JOURNAL, INC. MAGAZINE, ENTREPRENEUR & THE NEW YORK TIMES

VO TALENT: Call now for your FREE invention consultation.

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SCRIPT #3 "NO GOOD"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON) TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT: A new product idea or invention does you and the world absolutely no good if its kept…

CUT TO A COMPUTER LAPTOP CLOSING SHUT.

Here.

CUT TO FILE CABINET SLAMMING SHUT.

Here.

CUT TO A SAFE DOOR SWINGING SHUT.

Here.

CUT TO MAN'S BALD HEAD CROPPED FROM THE EYES UP WITH INDEX FINGERS POINTING TO HIS TEMPLES.

Or in here.

AMERICAN OVERSIGHT

CUT TO MATT ON PLAIN AS WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

MATT: Hi, I'm Matt Whitaker for World Patent Marketing.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

Do you have an idea for a new product or invention?

Do you want to sell it for a cash payout or royalties?

THE BIG, BOLD WORDS "PROTECT" AND "PROFIT" ARE PROJECTED BEHIND MATT.

World Patent Marketing can help you protect your idea and profit from it.

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They've helped patent and bring to market over 1,200 products currently sold across the U.S.

AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.

Let World Patent Marketing help unlock your invention's potential, walking you through every step, from inception to sales.

WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM WITH THE WORDS: "FULL SERVICE" & "FULLY COMMITTED".

MATT: World Patent Marketing is full service and fully committed to your success.

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VO TALENT: One call starts it all. And now, you can get a FREE, no-obligation invention consultation.

You have nothing to lose and everything to gain. So call now!

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MATT: Put your trust **and invention idea** where they belong…World Patent Marketing.

PROJECTION BEHIND MATT CHANGES TO A LIST OF COMPANIES WHO AWARDED WPM FIVE-STAR REVIEW: FROM GOOGLE, TRUSTPILOT, SHOPPER APPROVED, CUSTOMER LOBBY, RESELLERRATINGS.COM.

They're the **ONLY** patent assistance company awarded a five-star review rating.

So stop dreaming about what could be and start believing in yourself.

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VO TALENT: Call now for your FREE invention consultation.

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SCRIPT #4 "THE FIRST THING"

WPM-T-114/DECEMBER 2014

MUSIC UP

MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES. HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.

MATT VO: Don't know the first thing about patenting an invention or bringing it to market?

BURST OF LIGHT

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SCRIPT #5 "NO IDEA"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON) TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT: Got an idea for a new product or invention...

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD

WORLD PATENT MARKETING LOGO PROJECTS BEHIND MATT.

...but no idea how to patent it or bring it to market?

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The ONL patent assistance compan awarded a five-star review rating from Google

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888.926.817
worldpatentmarketing.com

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FTC-18-0836-B-000529



Bring Your Invention Idea To The World

World Patent Marketing can help you protect your idea and profit from it Since 2010, we've helped patent and bring to market over 1,200 products currentl sold across the nation. Let us unlock your invention's potential, walking yo through every step of the way, from inception to sales. The world is waiting for th next great thing. So what are you waiting for? One call starts it all.



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Have an invention



But no idea how to bring it to market?

World Patent Marketing can help you protect your idea an profit from it. Since 2010, we've helped patent and bring t market over 1,200 products currently sold across the nation Let us unlock your invention's potential, walking you throug every step of the way, from inception to sales. The world i waiting for the next great thing. So what are you waiting for One call starts it all.



The ONL patent assistance company awarded a five-star review rating fro

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AMERICAN OVERSIGHT

FTC-18-0836-B-000531



Where It Goes Is Up To You.

World Patent Marketing can help you protect your idea and profit from it Since 2010, we've helped patent and bring to market over 1,200 products currentl sold across the nation. Let us unlock your invention's potential, walking yo through every step of the way, from inception to sales. The world is waiting for th next great thing. So what are you waiting for? One call starts it all.



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PROTECT & PROFIT



We'll Take Your Invention Idea To The Next Level.

World Patent Marketing can help you protect your idea and profit from it Since 2010, we've helped patent and bring to market over 1,200 products currentl sold across the nation. Let us unlock your invention's potential, walking yo through every step of the way, from inception to sales. The world is waiting for th next great thing. So what are you waiting for? One call starts it all.



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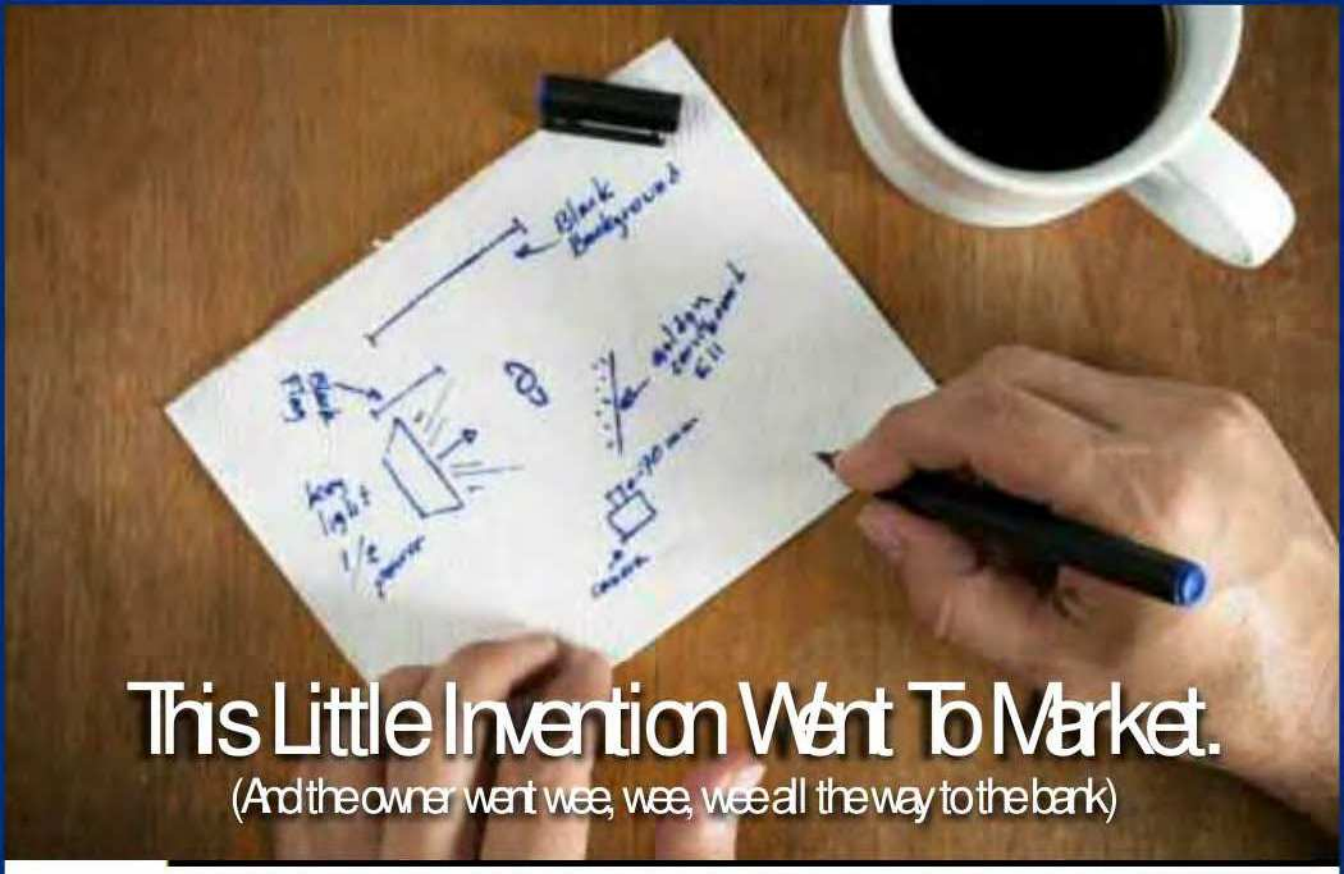
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AMERICA'S OVERSIGHT VERIFIED

FTC-18-0836-B-000533



This Little Invention Went To Market.

(And the owner went wee, wee, wee all the way to the bank)

World Patent Marketing can help you protect your idea and profit from it Since 2010, we've helped patent and bring to market over 1,200 products currentl sold across the nation. Let us unlock your invention's potential, walking yo through every step of the way, from inception to sales. The world is waiting for th next great thing. So what are you waiting for? One call starts it all.



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FTC-18-0836-B-0000534



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FTC-16-0536-B-000535



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FTC-18-0836-B-000536



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FTC-18-0836-B-000537



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The ONL patent assistance compan awarded a five-star review rating from Google

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AMERICA OVERSIGHT VERIFIED

From: PR Video Support
Sent: Thur 12/4/2014 9:26:51 PM
Subject: Re: Video Project ID #782 [#593115]
Matthew Whitaker Script - Approved Version.doc
Assets Thursday, December 4, 2014 325pm.zip

-- reply above this line --

Dear Industries,

Scott,

Approved and queued with production.
We are waiting for 1 item from client (logo) (Louis was sending this?)
(this is for their records)

Media Rich Video
Script Editing
Video Submission

Script: Approved version attached.

Actor: Dana

Background : M1001

Images: Would like to use image of Matthew. Others at producers discretion.
*** Note that logo is not received. Please submit asap.**

Notes: News tone

Send the logo, and I'll have an update for you as soon as it's available.

We hope this response has sufficiently answered your questions. If not, ***please do not send another email.***
Instead, login to your account for a complete archive of all your support requests and responses.

Your PR Video Team.

We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, login to your account for a complete archive of all your support requests and responses.

AMERICAN OVERSIGHT

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-0836-B-000541


AMERICAN
OVERSIGHT


FTC-18-0836-B-000543


FTC-18-0836-B-000544
OVERSIGHT

Matthew Whitaker Script [247 words]

World Patent Marketing, the world's fastest growing Patent Assistance Organization, is pleased to announce that former Iowa US Attorney and Republican candidate for the US Senate, Matthew G. Whitaker has joined its advisory board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It is also an accredited and A Rated member of the better business bureau. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit world patent marketing dot com.

AMERICAN OVERSIGHT

From: PR Video Support
Sent: Tue 12/2/2014 7:35:40 PM
Subject: Re: Video Project ID #782 [#593115]
Matthew Whitaker Script.doc

-- reply above this line --

Dear Industries,

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. -Aaron

---

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] ----------

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It also offers free evaluation services and consultation for patents. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit world patent marketing dot com.

We hope this response has sufficiently answered your questions. If not, ***please do not send another email.***
Instead, login to your account for a complete archive of all your support requests and responses.

Your PR Video Team.

AMERICAN OVERSIGHT

We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, login to your account for a complete archive of all your support requests and responses.

AMERICAN OVERSIGHT

From: (b)(6)
Sent: Wed 11/26/2014 3:24:01 PM
Subject: Re: Your PR Video Project

Hi Scott,

Thank you for your e-mail. My name is (b)(6) project manager with PR Video.
Your e-mail was forwarded to me to assist you directly.

I looked at your press release, and noticed that you do have a video attached to it, but it is not specifically related to the press release. It's great that you're using video, so you know the benefits. Below are three proposals for doing a press release like this one as a video press release. I'm also putting some general information and samples below for your review.

Let's connect by phone after you have a chance to review the recommendation, and the package– samples.

Looking forward to connecting more,
(b)(6)

Proposals:

1. Good
– Basic Video ($99)
– Professional script editing ($49)

Notes: Simple choice of male/female actor, Basic Background, no custom images

2. Better
– Standard video ($199)
– Professional script editing ($49)

Notes: Choice of specific actor from our website, Standard background, one custom image or background plus logo

3. Best
– Media rich video ($249)
– Professional script editing ($49)
- Video Optimization and Distribution to 30 top sites. ($99)

Notes: all features of standard video package, plus up to six media assets(either images or video)

Here are some examples of our packages:

Basic Video: ($99)
Sample 1
Sample 2
Sample 3

Standard Video: ($199)
Sample 1
Sample 2
Sample 3

Media Rich Video: ($249)
Sample 1
Sample 2
Sample 3

Whiteboard Animation ($499)

Whiteboard Sample 1
Whiteboard Sample 2
Whiteboard Sample 3
Whiteboard Sample 4
Whiteboard Sample 5

WITNESS COPY

Whiteboard Sample 6

Optional Services

1. I highly recommend our professional script editing ($49/video) to help your message flow when spoken.

2. I also recommend our Video Distribution to 30 top sites. - "For only $99 we provide your video to 30 of the highest Google Page-Ranked® video sharing sites. Research indicates this is an important step to getting your video views and also improving your website within Google's overall search engine rankings."

I'm here to work with you on any details that you need help with from conception to final cut. Let me know how I can assist you, and I look forward to working with you on your projects.

Best Regards!
(b)(6)
Project Manager
PR VIDEO
(b)(6) @prvideo.com
Tel: (888) 877(b)(6)

From: "scott" <scott@worldpatentmarketing.com>
Date: Nov 25, 2014 9:04 AM
Subject: RE: We would like to turn it into a video news release.
To: "sales1@prvideo.com" <sales1@prvideo.com>
Cc:

Call me

Scott Cooper, President

World Patent Marketing

305-330-9199

From:(b)(6) [sales1@prvideo.com]
Sent: Tuesday, November 25, 2014 6:07 AM
To: info
Subject: We would like to turn it into a video news release.

Dear Bill Flanagan,

I noticed your press release "Former Iowa US Attorney Matthew Whitaker of World Patent Marketing Announces Thanksgiving Day Social Innovation Award" at http://www.prweb.com/releases/2014/11/prweb12348946.htm.

AMERICAN OVERSIGHT

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: (b)(6)
Sent: Fri 9/4/2015 3:10:22 PM
Subject: Re: Nationwide Phone Outage: World Patent Marketing

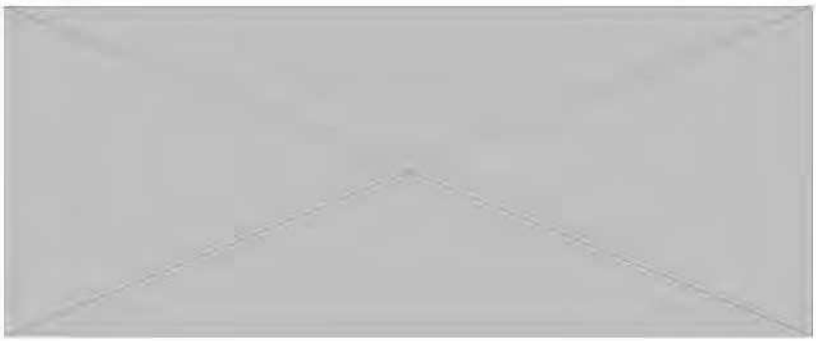
Hi Scott,
I have four kids and four grand kids. The money you took form me is the money you took from my kids. If you give it back I will leave you alone if not I will blast you with all I have. I was about to send you twelve grand but I did consult with a layer before sending money. And I found everything about you man, on line.

Its a shame that smart people like you are, with such a brain power waisting it on scams.I feel sorry for you but you have no future in this business.

Thank you,
(b)(6)

On Thu, Sep 3, 2015 at 9:57 PM, World Patent Marketing Special Alert <scott@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

World Patent Marketing Customers

Our Toll Free Service Provider, CenturyLink, is experiencing a nationwide phone outage. Our 888-926-8174 Toll Free Number is temporarily unavailable.

We can be reached at our Main Corporate

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Number of

305-330-9266

All other direct numbers of World Patent Marketing employees around the world are still working properly.

For more information on the CenturyLink phone outage, please click:

http://www.prnewswire.com/news-releases/centurylink-nationwide-phone-outage-impacts-colorado-child-abuse-and-neglect-hotline-300138105.html

We apologize for the inconvenience.

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
Scott J. Cooper
CEO and Creative Director

World Patent Marketing Advisory Board
Christopher Robert Seaver, MD
General Surgeon, Holy Cross Hospital

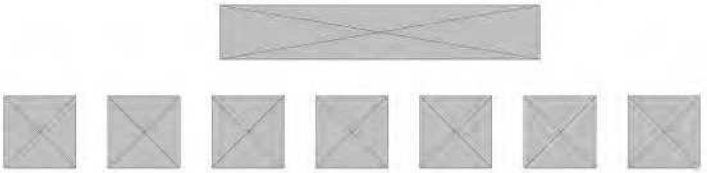
World Patent Marketing Advisory Board

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and

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Moti Horenstein, Martial Arts World Champion, IDF Special Forces & Commando	United States Senate Candidate
World Patent Marketing Advisory Board Richard Sulaka, Macomb County Deputy Public Works Commissioner	**World Patent Marketing Advisory Board** Omar Rivero, Candidate for District 118 Florida House of Representatives
World Patent Marketing Advisory Board Brigadier General (Res) Nitzan Nuriel and Counter Terrorism Expert	**World Patent Marketing Advisory Board** To Be Announced September 2015

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Forward this email

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World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

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& images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

About World Patent Marketing

World Patent Marketing is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

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Subscribe to our YouTube Channel!

The History Channel and Newswatch Feature World
Patent Marketing on January 29, 2015

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To: publicity@worldpatentmarketing.com[publicity@worldpatentmarketing.com]
From: (b)(6)
Sent: Thur 4/2/2015 5:23:44 PM
Subject: RE: News from World Patent Marketing

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -



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World Patent Marketing, the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015

at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

"We are forecasting that the global print market will reach $1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

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World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

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To: Jorge Argota[jorge@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 6/26/2016 8:55:04 PM

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WHITAKER

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MAST
PASCAL
SULAKA

CREIZMAN
MALLETT
RIVERO
SEAVER

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

AMERICAN OVERSIGHT

Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
To: Andrew Levi[alevi@llmlawfirm.com]
From: Scott Cooper
Sent: Mon 6/6/2016 8:26:54 PM
Subject: Re: RE:

Shop.worldpatentmarketing.com

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone

On Jun 6, 2016, at 11:24 PM, Andrew Levi <alevi@llmlawfirm.com> wrote:

> This is helpful – thank you. Can you please send me the link to the website where the inventions are sold?
>
> Andrew K. Levi, Esquire
> **LEHR, LEVI & MENDEZ, P.A.**
> 1401 Brickell Avenue, Suite 910
> Miami, Florida 33131
> Phone: (305) 377-1777
> Toll Free: (877) 918-5347
> Fax: (305) 377-0087
> E-Mail: Alevi@llmlawfirm.com
> Website: www.LehrLeviMendez.com
>
> **From:** Scott Cooper [mailto:scott@worldpatentmarketing.com]
> **Sent:** Monday, June 06, 2016 3:39 PM
> **To:** Andrew Levi <alevi@llmlawfirm.com>
> **Subject:**
>
> World Patent Marketing is not an invention promotion company. World Patent Marketing provides the following services to its clients.
>
> invention research including, but not limited to, a commercial evaluation of patents;
> patent assistance services
> engineering and prototyping services
> manufacturing;
> retail of its consumer products, including but not limited to, products patented and manufactured by World Patent Marketing
> website and mobile applications development;
> social media marketing
> direct response internet and television commercials
>
> World Patent Marketing's Advisory Board includes: Admiral Dell Dailey, former head of the U.S. State Department's Counter Terrorism Unit, Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President

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Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18"" District; (iii) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counterterrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew 0. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

In addition, Marla Grossman of American Continental Group, one of the countries leading intellectual property attorneys, serves as Special Advisor to the Board.

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<~WRD175.jpg>

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Bcc: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
To: jorge@worldpatentmarketing.com[jorge@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 6/2/2016 9:15:59 PM
Subject: MATTHEW WHITAKER: A window on Hillary's revolving door - Washington Times

U should post this

Whitaker is on our board

http://m.washingtontimes.com/news/2016/may/31/matthew-whitaker-a-window-on-hillarys-revolving-do/

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 fax

Sent from my iPhone

AMERICAN OVERSIGHT

To: Joni Dahlstrom[joni@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/27/2016 7:49:14 PM
Subject: RE: can u finish up (b)(6) i changed some things - also throw in a quote from her - do not publish until I review

Just mention the board somewhere in there – aileen, dailey, nitzan, whitaker..

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: Joni Dahlstrom [mailto:joni@worldpatentmarketing.com]
Sent: Friday, May 27, 2016 3:47 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: can u finish up (b)(6) - i changed some things - also throw in a quote from her - do not publish until I review

But what about the idea that you wanted me to basically re-write it and talk about the bord. That is a completely new article.

Do you want me to just tighten up this one?

Joni

On Fri, May 27, 2016 at 3:08 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

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To: (b)(6) @acg-consultants.com]
From: Scott Cooper
Sent: Fri 5/20/2016 5:18:11 PM
Subject: Emailing - 3-24-16 Ltr to (b)(6) - Final.pdf
3-24-16 Ltr to (b)(6) - Final.pdf

AMERICAN OVERSIGHT

To: (b)(6) @gmail.com]
From: Scott Cooper
Sent: Mon 5/16/2016 10:31:32 PM
Subject: RE: there arent any press releases on google!

Delete whitaker press release

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Monday, May 16, 2016 11:36 AM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: there arent any press releases on google!

Hi Scott,

It is Monday. I'm queueing press releases right now. There's one waiting for you to publish. I uploaded this on Friday.

Matthew Whitaker Calls for Investigation

This will be ready in 15 mins: **World Patent Marketing Advisory Board Member, has Life Story Explored in Jay Cheel's New Film "How to Build a Time Machine**

I will publish 3 inventor PRs today.

(b)(6)
Content Writer and Editor
Mobile: +(b)(6)
Skype: (b)(6)

On Mon, May 16, 2016 at 11:33 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

OVERSIGHT

To: Joni Dahlstrom[joni@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/16/2016 4:52:48 PM
Subject: RE: Why aren't you publishing the piece on Whitaker?

I don't want to be negative on clinton

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: Joni Dahlstrom [mailto:joni@worldpatentmarketing.com]
Sent: Monday, May 16, 2016 12:45 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Why aren't you publishing the piece on Whitaker?

It was a straight piece. There isn't any hyperbole at all.

Joni

AMERICAN OVERSIGHT

To: Joni Dahlstrom[joni@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/12/2016 10:33:56 PM
Subject: RE: anything ready to publish?

I just want to mention what he is doing – it seems like we are promoting the story

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: Joni Dahlstrom [mailto:joni@worldpatentmarketing.com]
Sent: Thursday, May 12, 2016 6:32 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: anything ready to publish?

What do you mean crazy? All the info is from a legitimate news source...

I even tried to keep it from being partisan...

Joni

On Thu, May 12, 2016 at 6:29 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:
Cant publish such a crazy article or press release – just wanted to comment on whitaker

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

From: Joni Dahlstrom [mailto:joni@worldpatentmarketing.com]
Sent: Thursday, May 12, 2016 4:44 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: anything ready to publish?

The Whitaker blog is ready. (I used the same quotes from Whitaker as in the story you sent me.) The press release has been sent to (b)(6) but I haven't heard from her yet.

I'm working on a product blog, but it isn't ready yet.

AMERICAN OVERSIGHT

Joni

On Thu, May 12, 2016 at 3:50 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

AMERICAN OVERSIGHT

To: jcarnegie@worldpatentmarketing.com[jcarnegie@worldpatentmarketing.com]
From: Scott Cooper
Sent: Wed 5/13/2015 2:55:48 AM
Subject: FW: Me and Matt Whitaker - can you photoshop?
IMG_0746.JPG

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

WORLD Patent Marketing

World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

AMERICAN OVERSIGHT



AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 5/10/2015 7:06:48 PM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @gmail.com]
Sent: Sunday, May 10, 2015 6:00 AM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

Yes sorry for not being able to touch base with you. Feel free to contact me again.

On May 8, 2015 4:05 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

SPECIAL ALERT

World Patent Marketing

AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 5/10/2015 7:05:07 PM
Subject: FW: World Patent Marketing Customers Are Talking

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @gmail.com]
Sent: Sunday, May 10, 2015 11:40 AM
To: publicity@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing Customers Are Talking

Yes I been waiting for a call about a idea I will like to know were do we stand last time we talk you told me you were meeting with the board to decide if we were going to work together in developing mi idea I would like to k ow what happend
Sent from Samsung Mobile

-------- Original message --------
From: World Patent Marketing Breaking News <publicity@worldpatentmarketing.com>
Date:
To: (b)(6) @gmail.com
Subject: World Patent Marketing Customers Are Talking

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

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AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 5/10/2015 11:55:38 PM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @gmail.com]
Sent: Saturday, May 09, 2015 6:59 PM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

I might sale 50% of mine patent right (b)(6) any one interested plz let me know.

On May 8, 2015 7:05 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing **Press Release**

SPECIAL ALERT

World Patent Marketing

AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 12:06:18 AM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @outlook.com [mailto (b)(6) @outlook.com]
Sent: Friday, May 08, 2015 11:32 PM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

Call me Saturday morning. We'll talk then. I just don't trust any website with goals of riches to be completely honest.I have great ideas for my trade. But I also feel like you're going to drain my wallet with no progress. I'm being honest

Sent from my T-Mobile 4G LTE device

------ Original message------
From: World Patent Marketing
Date: Fri, May 8, 2015 4:05 PM
To: (b)(6) @outlook.com;
Subject: World Patent Marketing Special Alert

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

AMERICAN OVERSIGHT

To: duncan@worldpatentmarketing.com[duncan@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 12:06:01 AM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @yahoo.com]
Sent: Saturday, May 09, 2015 12:06 AM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

Duncan, I apologize for not getting your phone call, or returning it. We just got a new Granddaughter and have been busy, as well as flooding damage which still exist with more bad storms in the forecast.
I have talked with a contractor who has been in construction for years but found that the money was in the texturing. He now only specializes in texturing. I told him of my invention and he is interested in seeing what I have come up with is why I want you to send me back my drawings and writings. As I mentioned, about the information you sent to Harvard for evaluation was flawed, so I sent the correct information to you.
Does the above information on "patent promotion" change the twenty thousand dollars to continue?
sincerely (b)(6)

(b)(6)

On Friday, May 8, 2015 5:05 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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AMERICAN OVERSIGHT

SPECIAL ALERT

World Patent Marketing Announces Plans for a Patent Purchase Promotion After Demise of Intellectual Property Exchange

World Patent Marketing Creates a Secondary Market for Patent Liquidations

MIAMI BEACH, Fla., May 7, 2015 World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, announces plans to create a secondary market for patents. Earlier this year, the first Intellectual Property Exchange ceased operations due to the market obstacles that their business model was facing. It was the first financial exchange to facilitate non-exclusive licensing and trading of intellectual property rights with market-based pricing and standardized terms. They had hoped that the initiative would bring more liquidity and transparency into the IP market. They were wrong.

AMERICAN OVERSIGHT

To: Jillian Me[jillian@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 12:08:10 AM
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

So put one

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: Jillian Me [mailto:jillian@worldpatentmarketing.com]
Sent: Friday, May 08, 2015 8:19 PM
To: Scott Cooper
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

You have to take a card there to put on file – they have his card

Sorry I don't have your card

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, May 08, 2015 8:13 PM
To: Jillian Me
Subject: Re: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Call w hotel and make sure we pay for Whitaker incidentals in the room

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
On May 8, 2015, at 8:09 PM, Jillian Me <jillian@worldpatentmarketing.com> wrote:

Kind Regards,

Jillian Mc Pherson

AMERICAN OVERSIGHT

Operations Supervisor
Tel: 888-926-8174 Ext: 333
Fax: 305-397-2504
jillian@worldpatentmarketing.com



AMERICAN OVERSIGHT

To: Jillian Me[jillian@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 2:22:01 PM
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

A card

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Jillian Me [mailto:jillian@worldpatentmarketing.com]
Sent: Monday, May 11, 2015 9:08 AM
To: Scott Cooper
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Put what ?

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Sunday, May 10, 2015 8:08 PM
To: Jillian Me
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

So put one

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
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Miami Beach, Florida 33139

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(305) 330-9199 Direct
(305) 503-5458 Fax

From: Jillian Me [mailto:jillian@worldpatentmarketing.com]
Sent: Friday, May 08, 2015 8:19 PM
To: Scott Cooper
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal

FTC OVERSIGHT

leads ?

You have to take a card there to put on file – they have his card

Sorry I don't have your card

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, May 08, 2015 8:13 PM
To: Jillian Me
Subject: Re: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Call w hotel and make sure we pay for Whitaker incidentals in the room

Scott J. Cooper
CEO & Creative Director

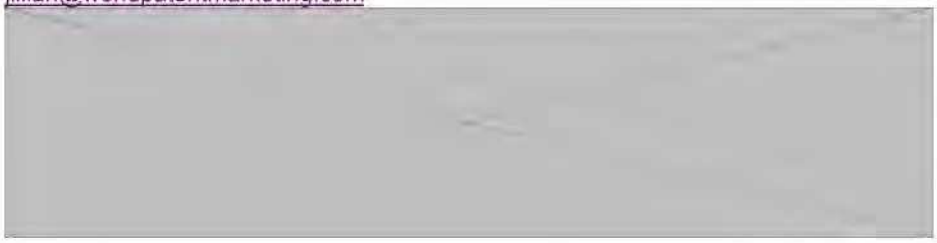
World Patent Marketing
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Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
On May 8, 2015, at 8:09 PM, Jillian Me <jillian@worldpatentmarketing.com> wrote:

Kind Regards,

Jillian Mc Pherson
Operations Supervisor
Tel: 888-926-8174 Ext: 333
Fax: 305-397-2504
jillian@worldpatentmarketing.com



AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 12:09:15 AM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @gmail.com]
Sent: Friday, May 08, 2015 7:06 PM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

I have not forgotten. Still waiting ♥

On May 8, 2015 7:05 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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World Patent Marketing **Press Release**

SPECIAL ALERT

World Patent Marketing

AMERICAN OVERSIGHT

Announces Plans for a Patent Purchase Promotion After Demise of Intellectual Property Exchange

World Patent Marketing Creates a Secondary Market for Patent Liquidations

MIAMI BEACH, Fla., May 7, 2015 World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, announces plans to create a secondary market for patents. Earlier this year, the first Intellectual Property Exchange ceased operations due to the market obstacles that their business model was facing. It was the first financial exchange to facilitate non-exclusive licensing and trading of intellectual property rights with market-based pricing and standardized terms. They had hoped that the initiative would bring more liquidity and transparency into the IP market. They were wrong.

"Odds are stacked

AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 12:09:07 AM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

From: (b)(6) @yahoo.com]
Sent: Friday, May 08, 2015 7:13 PM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Special Alert

Hi
I'm working on raising the money for the fee for my idea and I hope I will have it soon

Help me do the money like this

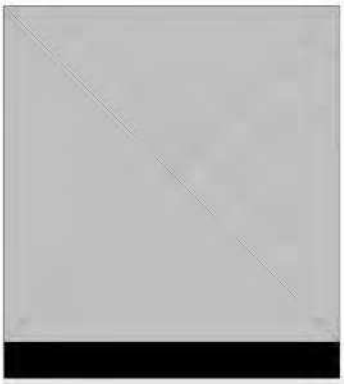
watch my video every day as many times as you can this way you thank GOD as I do for HIS help for you

My way to thank GOD by (b)(6)



you can find me easily at YouTube





View on www.youtube.com Preview by Yahoo

search (b)(6) and subscribe for my channel
Tell on me to all you know to do too as me

GOD bless

(b)(6) your Queen from GOD as the second mother of JESUS

On Friday, May 8, 2015 6:05 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing **Press Release**

SPECIAL ALERT

World Patent Marketing

AMERICAN OVERSIGHT

To: Jillian Me[jillian@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/11/2015 2:30:05 PM
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

I don't care

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Jillian Me [mailto:jillian@worldpatentmarketing.com]
Sent: Monday, May 11, 2015 10:23 AM
To: Scott Cooper
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Which card ?

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Monday, May 11, 2015 10:22 AM
To: Jillian Me
Subject: RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

A card

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 3:20:31 AM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @live.com]
Sent: Monday, May 11, 2015 11:19 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Some Good Advice From World Patent Marketing

okay I want to sell my idea not patent it

Date: Mon, 11 May 2015 23:17:42 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @live.com
Subject: Some Good Advice From World Patent Marketing
CC:

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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:08:35 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Tuesday, May 12, 2015 11:46 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

Mark,workin on funds for the project.

------ Original message------
From: World Patent Marketing News Desk
Date: Mon, May 11, 2015 11:17 PM
To: (b)(6) @gmail.com;
Subject: Some Good Advice From World Patent Marketing

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World Patent Marketing **Press Release**

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:31:03 PM
Subject: FW: World Patent Marketing Special Alert

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @outlook.com]
Sent: Tuesday, May 12, 2015 1:30 PM
To: publicity@worldpatentmarketing.com
Subject: RE: World Patent Marketing Special Alert

To (b)(6)
Thanks for the info you've been sending. Am still working on the project. Sincerely, (b)(6)

Date: Fri, 8 May 2015 19:05:34 -0400
From: publicity@worldpatentmarketing.com
To (b)(6) @outlook.com
Subject: World Patent Marketing Special Alert
CC:

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AMERICAN OVERSIGHT

World Patent Marketing Press Release

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:38:23 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

-----Original Message-----
From: (b)(6) @roadrunner.com]
Sent: Tuesday, May 12, 2015 5:22 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

hey frantz can you call me when you get a moment,just kinda like to know whats going on!you mentioned something about me getting investors? not sure how to go about that thanks

(b)(6)

---- World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:
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> publicity@worldpatentmarketing.com
> to your address book so we'll be sure to land in your inbox! You may
> unsubscribe
> http://visitor.constantcontact.com/do?p=un&m=001pqWUhon4PC7sceu2ZGEWIw
> %3D%3D&ch=6a953480-b2b7-11e4-b3c2-d4ae52a68661&ca=ccd62c78-3eaa-4606-9
> e37-feb7f5da220d if you no longer wish to receive our emails.
>
> ~~~

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:39:06 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @gmail.com]
Sent: Tuesday, May 12, 2015 3:35 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

Still havent recieved agreement

On May 11, 2015 11:17 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

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>
> You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

What's Involved in Marketing a Patent

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:41:19 PM
Subject: FW: Some Good Advice From World Patent Marketing
Filing Confirmation - 62143365.pdf

Scott J. Cooper
CEO & Creative Director

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(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @gmail.com]
Sent: Monday, May 11, 2015 11:52 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

We are looking to get our product licensed out, how can your company help get our product in the right hands.

On May 11, 2015 9:17 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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World Patent Marketing **Press Release**

What's Involved in Marketing a Patent

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:39:32 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Gmail [mailto:(b)(6)@gmail.com]
Sent: Tuesday, May 12, 2015 12:33 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

I already sent a reply

Please excuse typos ☹
Sent from my iPhone
On May 11, 2015, at 8:17 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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AMERICAN OVERSIGHT
FTC-18-0836-B-000589

To: (b)(6) o@hnlcorp.com]
From: Scott Cooper
Sent: Tue 5/12/2015 5:44:45 PM
Subject: RE: Some Good Advice From World Patent Marketing

☺

Is john set up?

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @hnlcorp.com]
Sent: Monday, May 11, 2015 11:46 PM
To: 'Scott Cooper'
Subject: FW: Some Good Advice From World Patent Marketing

Good job! This one was nice! Looked professional, serious, invited me to pay attention to your company, set your company above any competitor!

(b)(6)



www.hnlcorp.com
(b)(6)

From: World Patent Marketing News Desk [mailto:publicity@worldpatentmarketing.ccsend.com] **On Behalf Of** World Patent Marketing News Desk
Sent: Monday, May 11, 2015 11:17 PM
To: (b)(6) @hnlcorp.com
Subject: *****SPAM***** Some Good Advice From World Patent Marketing

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 6:38:14 PM
Subject: FW: World Patent Marketing Customers Are Talking

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @hotmail.com]
Sent: Friday, May 08, 2015 4:46 PM
To: publicity@worldpatentmarketing.com
Subject: Re: World Patent Marketing Customers Are Talking

Please send me the answers to the question below so we can move forward. ASAP.
Thanks in advance

World patent marketing

1. The total number of inventions evaluated by the World patent marketing for commercial potential in the past 5 years, as well as the number of those inventions that received positive evaluations, and the number of those inventions that received negative evaluations.
2. The total number of customers who have contracted with the World patent marketing in the past 5 years, not including customers who have purchased trade show services, research, advertising, or other nonmarketing services from world patent marketing , or who have defaulted in their payment to the invention promoter.
3. The total number of customers known by World patent marketing who have received a net financial profit as a direct result of the services provided by such World patent marketing
4. The total number of customers known by World patent marketing to have received license agreements for their inventions as a direct result of the invention promotion services provided by such invention promoter.
5. The names and addresses of all previous invention promotion companies with which the invention promoter or its officers have collectively or individually been affiliated in the previous 10 years. This is particularly important because invention scams routinely go out of business and start operating under different names.

(b)(6)

Sent from my (b)(6) iPad
On May 6, 2015, at 4:03 PM, World Patent Marketing Breaking News <publicity@worldpatentmarketing.com> wrote:

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/12/2015 6:53:13 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

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(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @hotmail.com]
Sent: Tuesday, May 12, 2015 2:45 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Some Good Advice From World Patent Marketing

what. do i need to do since we can not meet?

Date: Mon, 11 May 2015 23:17:26 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: Some Good Advice From World Patent Marketing
CC:

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AMERICAN OVERSIGHT

To: (b)(6) @loboads.com]; (b)(6) @loboads.com]
From: Scott Cooper
Sent: Tue 3/22/2016 6:14:36 PM
Subject: (b)(6) video

Take Eric Creizman and Ronald Mallett out and replace with Matthew Whitaker and Pascal Bida Koyagebele

Also the music gets awkwardly loud after he speaks – its sloppy

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Wed 5/13/2015 4:39:47 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @yahoo.com]
Sent: Wednesday, May 13, 2015 12:36 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Some Good Advice From World Patent Marketing

Good day Jeff!
What time did you say you were calling? (b)(6)

Sent from Yahoo Mail for iPad

At May 11, 2015, 8:17:35 PM, World Patent Marketing News Desk<'publicity@worldpatentmarketing.com'> wrote:

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World Patent Marketing **Press Release**

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/14/2015 5:51:36 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @gmail.com]
Sent: Thursday, May 14, 2015 1:45 PM
To: Scott Cooper
Subject: Re: Some Good Advice From World Patent Marketing

Still trying to come up with the money

On May 11, 2015 11:17 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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World Patent Marketing **Press Release**

What's Involved in Marketing a Patent

AMERICAN OVERSIGHT

To: (b)(6) @gmail.com]
From: Scott Cooper
Sent: Thur 5/14/2015 6:31:44 PM
Subject: RE: FW: SB - initial

Where is my testimonial

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Thursday, May 14, 2015 1:14 PM
To: Scott Cooper
Subject: Re: FW: SB - initial

What's the plan once the prototype is done? What's the next step?

On Tuesday, May 12, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:
Invention Review by Former US Attorney Matthew G. Whitaker

thought you might get a kick out of this

Scott J. Cooper
CEO & Creative Director

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(305) 503-3458 Fax

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World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Tuesday, May 12, 2015 1:56 PM
To: Scott Cooper
Subject: Re: FW: SB - initial

I've noticed you guys have really changed the design of this thing..we had made it so simple and easy to make. Remember it is supposed to be disposable, its not supposed to last forever- only a couple uses. don't make it too complicated. When are you planning on getting it out and filling orders?

On Thursday, May 7, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott,

Here are a few files showing the initial direction I'm taking with Safety Blade. Outside texture, logo, etc. not done yet. I wanted to get the initial size of the thing established because the prototype was obviously not sized to use. The "cover hidden" file shows the molding to the blade which I think will be a separate piece that has the blade hinge and snaps into the one cover. Trying to mold the whole thing in one go is going to be difficult. You have 3 – 3d pdfs and 1 – 2d drawing.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

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Miami Beach, FL 33139
Phone: 888-926-8174
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To: (b)(6) @gmail.com]
From: Scott Cooper
Sent: Thur 5/14/2015 6:31:36 PM
Subject: RE: FW: SB - initial

Getting all the engineering done first – hang in there

Tooling factory, getting production samples and then trying to get preorders

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From (b)(6) @gmail.com]
Sent: Thursday, May 14, 2015 1:14 PM
To: Scott Cooper
Subject: Re: FW: SB - initial

What's the plan once the prototype is done? What's the next step?

On Tuesday, May 12, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:
Invention Review by Former US Attorney Matthew G. Whitaker

thought you might get a kick out of this

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CEO & Creative Director

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/14/2015 6:33:12 PM
Subject: FW: Some Good Advice From World Patent Marketing
IMG_2639.JPG

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CEO & Creative Director

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WORLD Patent Marketing

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Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @hotmail.com]
Sent: Thursday, May 14, 2015 8:47 AM
To: publicity@worldpatentmarketing.com
Subject: RE: Some Good Advice From World Patent Marketing

Meet (b)(6) I have many others that I have all different sizes. (b)(6) smith I have not heard from you. and I am still trying to find some to help to get the money. to Patent the doll. I hope you will enjoy seeing (b)(6) Is the price still the same>

Date: Mon, 11 May 2015 23:17:40 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: Some Good Advice From World Patent Marketing
CC:

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To: Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Thur 5/14/2015 8:29:52 PM

http://www.bbb.org/south-east-florida/business-reviews/marketing-consultants/idea-design-studio-group-in-miami-fl-92011596

Scott J. Cooper
CEO & Creative Director

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Phone: 888-926-8174
Fax: 888-689-2485

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sat 5/16/2015 12:14:36 AM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

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1680 Meridian Ave Suite 600
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Phone: 888-926-8174
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From: (b)(6) @yahoo.com]
Sent: Friday, May 15, 2015 8:11 PM
To: (b)(6) @yahoo.com; publicity@worldpatentmarketing.com
Subject: RE: Some Good Advice From World Patent Marketing

Jeff are you ready to back my play. Don't worrie about the two grand it's chicken feed with this one. Take care (b)(6)

Sent from Yahoo Mail for iPad

At May 13, 2015, 9:36:10 AM, (b)(6) @yahoo.com'> wrote:
Good day Jeff!
What time did you say you were calling? (b)(6)

Sent from Yahoo Mail for iPad

At May 11, 2015, 8:17:35 PM, World Patent Marketing News Desk<'publicity@worldpatentmarketing.com'> wrote:

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/19/2015 12:13:13 AM
Subject: FW: Pennsylvania Inventor Gets A Licensing Deal

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Duplicate
Sent: Monday, May 18, 2015 8:12 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Pennsylvania Inventor Gets A Licensing Deal

Awesome

Sent from my iPhone
On May 18, 2015, at 7:25 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing **Press Release**

AMERICAN OVERSIGHT

LICENSING DEAL

World Patent Marketing Announces Expansion To Its Exclusive Licensing Agreements With A 10 Year Manufacturing Deal For Powder Puff Magic

Licensing Alert: World Patent Marketing announces its latest licensing deal of May 2015 for Powder Puff Magic from a Pennsylvania inventor

Shanghai, China, May 18, 2015

World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, is pleased to announce that it has successfully negotiated a licensing deal for a



Pennsylvania inventor.

The product will be manufactured by World Patent Marketing China, World Patent Marketing's manufacturing division. World Patent Marketing has exclusively licensed the Powder Puff Magic for ten years and will also be distributing the product worldwide.

"Powder Puff Magic is a great product that I am happy to add to our manufacturing portfolio." said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "We have a plan to put this in front of consumers all over the world through what I call Side Door Marketing - watch and learn!"

"Seeing a potential product that has the ability to change the whole market for the better is an astonishing accomplishment for improving an important line for women all around the world." says Cattya Bella, Director of Product Development for World Patent Marketing, "Cosmetics is a highly profitably line with demands on the rise, World Patent Marketing is putting in the hours and is anticipating a positive result."

Powder Puff Magic is an ingenious cosmetics invention that allows for full use of your cosmetic product. Whenever people throw away their pressed powder or

AMERICAN OVERSIGHT

other cosmetic items, there are still some of the product left on the sides. However, as they are uneven and hard to reach, they mostly end up being discarded. This is a huge waste specially if the makeup in question was a top-of-the-line, expensive brand. The Powder Puff Magic is a cosmetics invention that solves this problem.

"I'm optimistic that my invention will be well-received by the cosmetics industry," said Lorraine K, inventor of the Powder Puff Magic. "I am grateful to World Patent Marketing for recognizing my humble creation. I would like to express my gratitude to Scott Cooper for coaching and guiding me every step of the way. He was there for me from the very start and I could not be any more proud of the final product."

 This cosmetics invention is perfect for the typical person that uses makeup and will particularly helpful to professional makeup artists. Professionals invest heavily on their makeup kits and use a big amount of money to purchase high quality products. The Powder Puff Magic ensures that every bit of product is used up; translating to thousands of dollars saved over time.

Improving the way makeup is used is not a new idea. In fact, a new product line has recently been announced that makes go-anywhere cosmetics for the weariless woman. These items were designed to make cosmetics more accessible and affordable for women. It comes in portable sizes so that women can buy them in manageable quantities.

The Powder Puff Magic is a cosmetics invention that ensures that everyone gets the most out of their cosmetic purchase. This is good for the typical person, especially women who buy high end, branded cosmetics to reward themselves.

About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and Reseller Ratings. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing

AMERICAN OVERSIGHT

Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce. World Patent Marketing has also announced the launch of Invention Town , America's Inventor Watchdog. InventionTown.com is a blog led by up and coming author and media personality, Lady Jennifer.



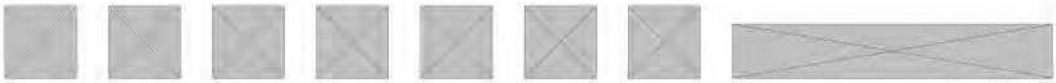
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Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and
United States Senate Candidate

World Patent Marketing Advisory Board
Richard Sulaka, Macomb County
Deputy Public Works Commisioner

World Patent Marketing Advisory Board
Omar Rivero, Candidate for District 118
Florida House of Representatives

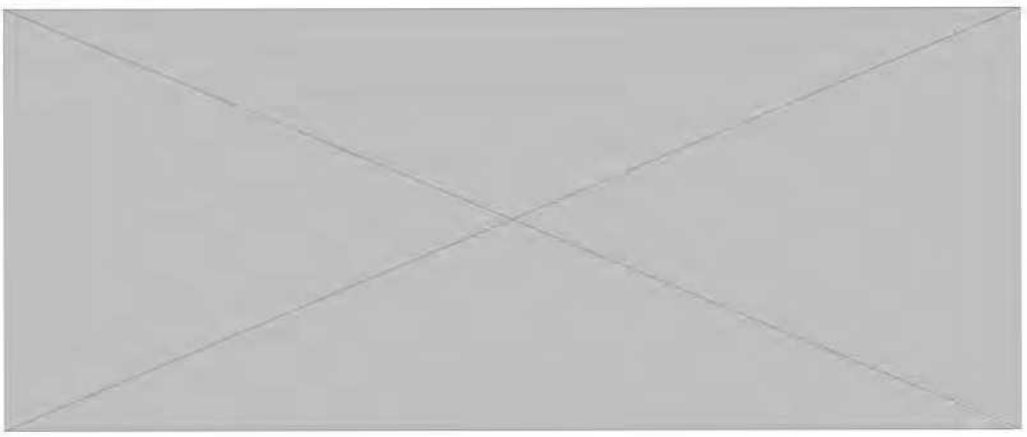
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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/19/2015 12:07:37 AM
Subject: FW: Pennsylvania Inventor Gets A Licensing Deal

Scott J. Cooper
CEO & Creative Director

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(305) 503-3458 Fax



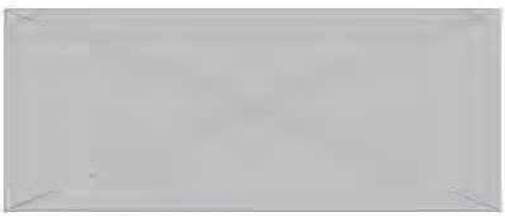
From: (b)(6) @outlook.com]
Sent: Monday, May 18, 2015 8:05 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Pennsylvania Inventor Gets A Licensing Deal

I have a new patent that can go worldwide ready to go asap can you do it ron owner people coming after me so like to see your deal for my company is moving forward next week (b)(6)

Date: Mon, 18 May 2015 19:25:29 -0400
From: publicity@worldpatentmarketing.com
To (b)(6) @outlook.com
Subject: Pennsylvania Inventor Gets A Licensing Deal
CC:

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AMERICAN OVERSIGHT

LICENSING DEAL

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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/19/2015 12:39:18 AM
Subject: FW: Pennsylvania Inventor Gets A Licensing Deal

Scott J. Cooper
CEO & Creative Director

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(888) 926-8174 ext 212
(305) 503-3458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @yahoo.com]
Sent: Monday, May 18, 2015 8:39 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Pennsylvania Inventor Gets A Licensing Deal

to whom it may concern,

I have been trying real hard to find anyone to be a partner regarding my invention, so far I haven't found any one that would want to or care to. I am kind of hoping that you or any of your associates may know of anyone that will be interested as being a partner and help me with the with my pet project. If you do I would greatly and thoroughly appreciate it.

Sincerely, (b)(6)

On Monday, May 18, 2015 6:25 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/19/2015 1:33:08 AM
Subject: FW: Pennsylvania Inventor Gets A Licensing Deal

Scott J. Cooper
CEO & Creative Director

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(305) 503-3458 Fax



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1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @yahoo.com]
Sent: Monday, May 18, 2015 9:30 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Pennsylvania Inventor Gets A Licensing Deal

HELLO, THIS IS (b)(6) I DID NOT FORGET ABOUT YOU, I AM TRYING TO GET MY 998.00 UP TO PAY FOR MY OPENNING ACCT, I'M NOT THERE YET, BUSSINESS IS SLOW, I NEED YOU GUYS TO LOWER MY LAWYER FEE,S I CANNOT AFFORD 5 OR 6 THOUSAND DOLLARS AND THE WIFE WILL NOT LET ME MOVE ON THAT SO THATS WHERE I'M AT. CAN YOU INCLUD THOSE LAWYERS FEE'S IN THE FUTURE ACCT. GET BACK LET ME KNOW, MY PRODUCT IS THE (b)(6) THANKS

From: World Patent Marketing News Desk <publicity@worldpatentmarketing.com>
To: (b)(6) @yahoo.com
Sent: Monday, May 18, 2015 7:25 PM
Subject: Pennsylvania Inventor Gets A Licensing Deal

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To: (b)(6) @hotmail.com]
From: Scott Cooper
Sent: Tue 5/19/2015 2:46:55 PM
Subject: RE: Pennsylvania Inventor Gets A Licensing Deal

I need it at the top

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @hotmail.com]
Sent: Tuesday, May 19, 2015 5:08 AM
To: Scott Cooper
Subject: Fwd: Pennsylvania Inventor Gets A Licensing Deal

Please move the unsubscribe text to the bottom not the top of the email.

The email needs something for the reader to click on / do. It has to be interactive leading them to the submit idea page or a blog or social media page or something.

Sent from my iPhone
Begin forwarded message:

> **From:** World Patent Marketing News Desk <publicity@worldpatentmarketing.com>
> **Date:** 19 May 2015 01:25:34 CEST
> **To:** (b)(6) @hotmail.com
> **Subject: Pennsylvania Inventor Gets A Licensing Deal**
> **Reply-To:** publicity@worldpatentmarketing.com
>
> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/21/2015 3:06:32 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @yahoo.com]
Sent: Thursday, May 21, 2015 9:39 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Trade Show News

my question to you,do your company offer patent search;if so how much.

On Wednesday, May 20, 2015 8:31 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/21/2015 5:57:23 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @gmail.com]
Sent: Thursday, May 21, 2015 1:06 AM
To: publicity@worldpatentmarketing.com
Subject: RE: Trade Show News

My new # (b)(6);

From: World Patent Marketing
Sent: 5/20/2015 8:32 PM
To: (b)(6) @gmail.com
Subject: Trade Show News

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World Patent Marketing **Press Release**

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/21/2015 5:58:05 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @hotmail.com]
Sent: Wednesday, May 20, 2015 11:31 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Trade Show News

Do you know about when my idea (b)(6) will go to the trade shows?? I am getting so excited to get this out on the shelves .. Thank you!!

Date: Wed, 20 May 2015 21:31:57 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: Trade Show News
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

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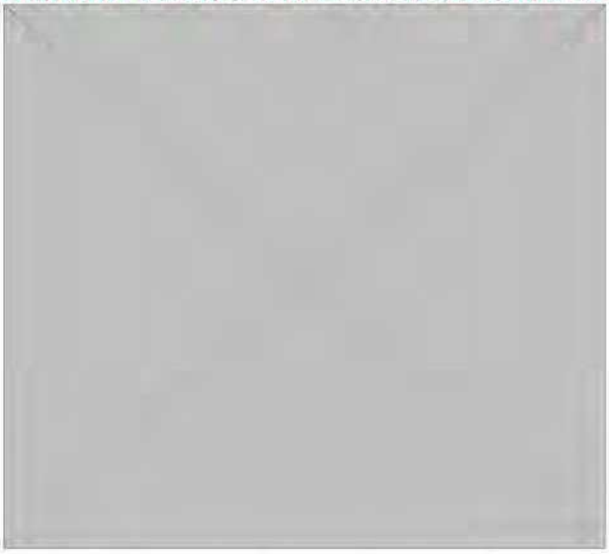


AMERICAN OVERSIGHT

TRADE SHOW

The International Plastics Showcase Displaying The Best Of The Plastic Industry As World Patent Marketing Shows off its New Plastic Patents

World Patent Marketing's Trade Show Division networks with patent innovators at The International Plastics Showcase Trade Show in Orlando



Miami Beach, Florida, May 20, 2015:

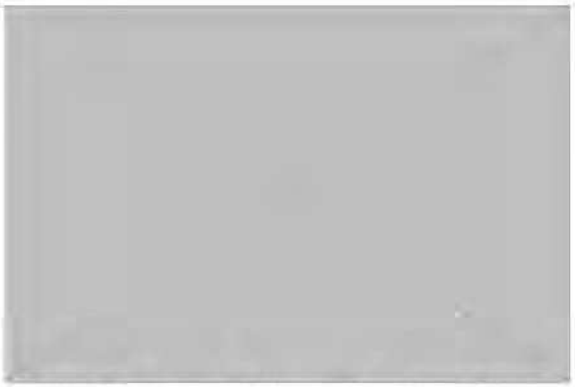
World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, amazed exhibitors and audiences at the NPE: The International Plastics Showcase in Orlando, Fla on March 23-27. The patent research and development house was on a league of its own when it showcased its new plastic patents and latest innovations.

"NPE2015 is the ideal venue to showcase World Patent Marketing's newest plastic patents." says Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "The event is a testament to the ingenuity of the real big thinkers; it is their ideas and concepts that eventually shape the world as we know it. It is through events like these where great minds meet and real progress can be made."

"The International Plastics Showcase Trade Show was by far the most creative expo of the year." says Cattya Bella, Director of Product Development for World Patent Marketing, "This show is was filled with innovators who went above and beyond to outshine the leading competition for the plastics market."

The five-day event, which was held at the Orange County Convention Center, was attended by a record-breaking 65,810 registrants and attracted 2,029 exhibitors coming from 37 countries. It filled more than 1,128,200 net square feet of exhibit space which also topped previous records. The event also had a wealth of international diversity and a wealth of content that easily made it the biggest NPE in all of its 69-year history.

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That is why the newest plastic patents, inventions, and innovations are often seen at NPE. The wealth of content and machineries operating on the show floor is phenomenal. NPE2015: The International Plastics Showcase is the most successful event to date as it has brought end markets, brand owners, and all sectors of the supply chain under one venue to showcase the most cutting-edge in technology and equipment related to plastic processing.

By displaying its newest plastic patents and inventions, World Patent Marketing is pushing towards manufacturing and distribution so more people can benefit from the fruits of their research.

About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and Reseller Ratings. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce. World Patent Marketing has also announced the launch of InventionTown.com , America's Inventor Watchdog. InventionTown.com is a blog led by up and coming author and media personality, Lady Jennifer.





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World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and
United States Senate Candidate

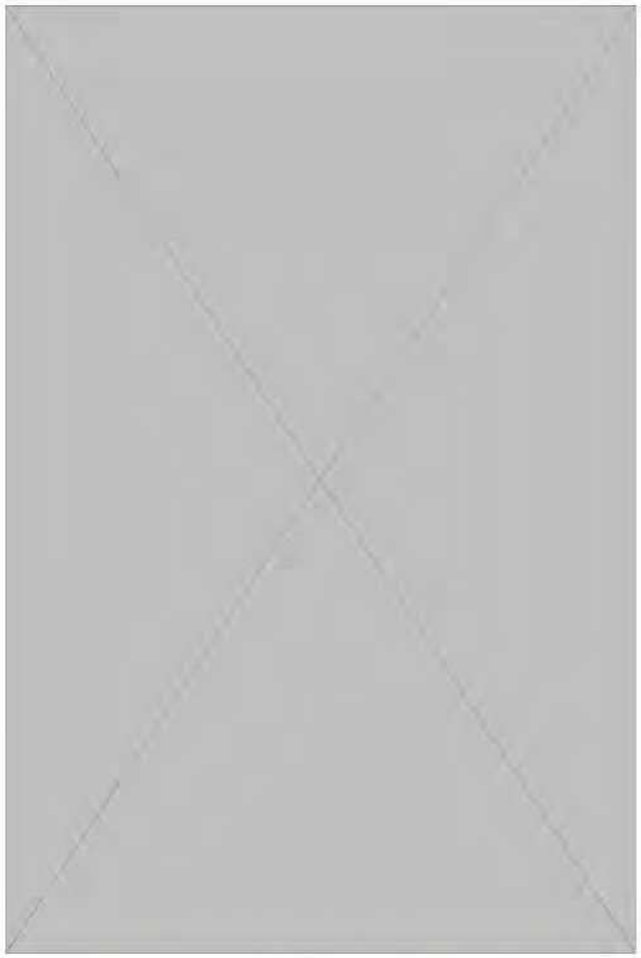
FTC-18-0836-B-000617

World Patent Marketing Advisory Board
Richard Sulaka, Macomb County
Deputy Public Works Commisioner

World Patent Marketing Advisory Board
Omar Rivero, Candidate for District 118
Florida House of Representatives

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From: Scott Cooper
Sent: Thur 5/21/2015 6:58:56 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @gmail.com]
Sent: Thursday, May 21, 2015 2:54 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Trade Show News

I'm interested in telling you my idea

Sent from my iPhone
On May 20, 2015, at 18:32, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/21/2015 7:31:38 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: (b)(6) @yahoo.com]
Sent: Thursday, May 21, 2015 3:21 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Trade Show News

Just wait till after September and I will make us both MONEY !!!! (GREAT IDEAS).

On Wednesday, May 20, 2015 9:32 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/21/2015 9:44:08 PM
Subject: FW: Trade Show News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @hotmail.com]
Sent: Wednesday, May 20, 2015 11:15 PM
To: publicity@worldpatentmarketing.com
Subject: RE: Trade Show News

Plastic reminds me that back in 1989 or so my husband developed the plastic that covered the (b)(6) (b)(6) It was a plastic company. Never did recieve a raise or anything. Just a pat on the back. Sheeesh

Sent via the Samsung Galaxy Tab® 3, an AT&T 4G LTE tablet

-------- Original message --------
From: World Patent Marketing
Date:05/20/2015 6:32 PM (GMT-08:00)
To (b)(6) @hotmail.com
Subject: Trade Show News

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/22/2015 2:05:42 PM
Subject: FW: Pennsylvania Inventor Gets A Licensing Deal

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



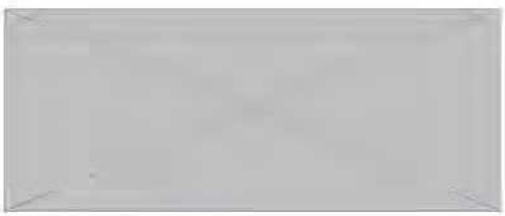
From: (b)(6) @live.com]
Sent: Friday, May 22, 2015 10:05 AM
To: publicity@worldpatentmarketing.com
Subject: RE: Pennsylvania Inventor Gets A Licensing Deal

DEAR MARKETING COMPANY SENT IN MY INVENTION AND HAD A FEW FAMILY EMERGENCY'S. WAS NOT ABLE TO GET HOLD OF GARY MY CASE MAN STILL CAN'T DON'T NOW WHAT IS GOING ON WITH MY IDEAL. COULD YOU PLEASE LET ME NOW . THANK YOU (b)(6) (b)(6)

Date: Mon, 18 May 2015 19:25:25 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @live.com
Subject: Pennsylvania Inventor Gets A Licensing Deal
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

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To: (b)(6) @gmail.com]
From: Scott Cooper
Sent: Fri 5/22/2015 5:47:34 PM
Subject: RE: Patent Marketing News

(b)(6)

Please tell me what happened.

I am very concerned about your email.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Friday, May 22, 2015 1:28 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

I am not going forward because one of your reps was not very truthful with me and I'm looking for another company

On May 22, 2015 1:20 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

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AMERICAN OVERSIGHT

What Exactly Is Patent Marketing?

By: Scott J. Cooper, CEO and Creative Director

Patent marketing. It is a term that you have likely heard frequently if you're an inventor, but truthfully, you may or may not know exactly what it is. And if you fall more into the "may not know exactly" camp - rest assured that you are not alone.

Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.

What Makes Patent Marketing Unique?



Well, for starters, a patent only has an understood value to a very limited subset of prospective buyers or prospective licensees. And, unlike most other products or services that can be bought and sold, a patent cannot simply be modified or adjusted to fit the needs or demands of its new owner.

With this in mind, when trying to sell a patent, a key component of the process is to study your audience and separate and identify a subgroup of pre-qualified applicants, or potential buyers who would have a legitimate business interest in investing in or purchasing your patent.

One of the biggest benefits to working with a firm or organization with specific experience in patent marketing is that they have the experience, skills, expertise, data and technology necessary to quickly and efficiently identify that smaller group of potential buyers for you.

At World Patent Marketing, our licensing affiliates can help you find the perfect potential buyers who have a need for the technology or design that your patent offers, and those that can afford to pay you what your patent is worth. We will also work with you to make sure that you understand exactly what your patent represents, as well as its potential value. We will be by your side every step of the way through negotiations, to make sure that you also get top dollar when your patent is sold.

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It should be noted that patent marketing is not only useful when selling your idea or product. Marketing your patent can include positioning your idea in front of manufacturers, distributors, infomercial companies, retailers, reps and brokers, national trade show attendees and more. It's about getting your idea seen by the right people no matter what your ultimate goal - be it selling your patent or getting your product to market.

Patent Marketing Breakdown



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While we are putting your individualized plan together, we are also utilizing our leading technology and data sources to build a list of qualified prospects for your patent - people who have been pre-vetted as having a legitimate business need for the technology or design that only your patent can provide, and who also have the means with which to purchase your patent at a fair price.

Once all of these pieces are put together, our licensing affiliate will then pitch and present the marketing materials to your prospective buyers and licensees, and negotiate the deals to facilitate the process to deliver a sale, license, or multiple licenses. In fact, we regularly end up seeing bidding wars

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going on over our clients' patents.

About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

World Patent Marketing Achievements

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World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and
United States Senate Candidate

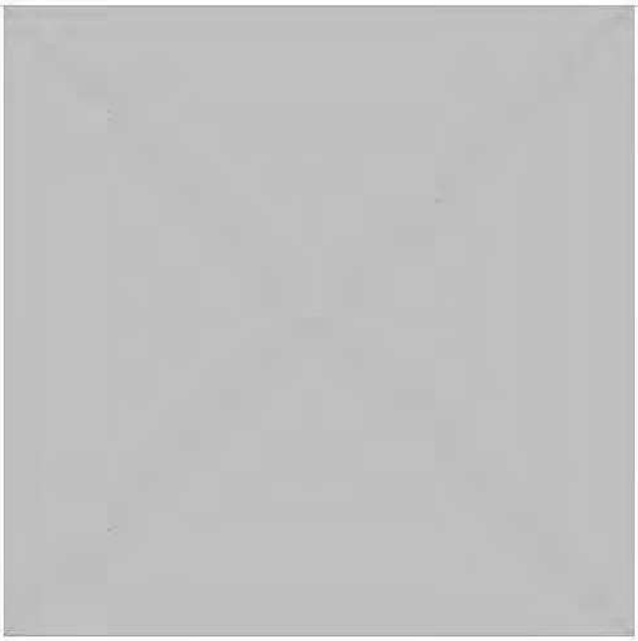
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Richard Sulaka, Macomb County
Deputy Public Works Commisioner

World Patent Marketing Advisory Board
Omar Rivero, Candidate for District 118 Florida
House of Representatives

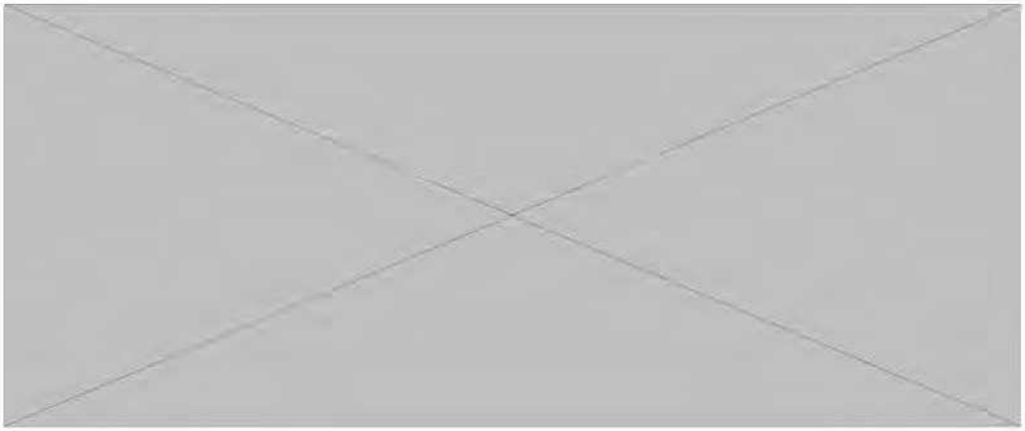
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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/22/2015 5:46:26 PM
Subject: FW: Patent Marketing News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From (b)(6) @gmail.com]
Sent: Friday, May 22, 2015 1:30 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

I am interested and I have been very busy so I will contact you after the holiday weekend.

On May 22, 2015 1:20 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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World Patent Marketing **Press Release**

What Exactly Is Patent Marketing?

AMERICAN OVERSIGHT

To: Diana Caparotta[diana@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/22/2015 5:45:10 PM
Subject: RE: Patent Marketing News

shit

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: Diana Caparotta [mailto:diana@worldpatentmarketing.com]
Sent: Friday, May 22, 2015 1:30 PM
To: publicity@worldpatentmarketing.com; Scott Cooper
Subject: Re: Patent Marketing News

FYUI

There is a repetition of 4 lines, word for word, in the paragraph below Richard Levy's quote.

Best regards,

Diana Caparotta
Controller

World Patent Marketing
Desa Industries Inc.
Tel. 516-203-4560 ext.101
Fax 516-977-4814

On Fri, May 22, 2015 at 1:20 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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It should be noted that patent marketing is not only useful when selling your idea or product. Marketing your patent can include positioning your idea in front of manufacturers, distributors, infomercial companies, retailers, reps and brokers, national trade show attendees and more. It's about getting your idea seen by the right people no matter what your ultimate goal - be it selling your patent or getting your product to market.

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FTC-18-0836-B-000633

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World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and Reseller Ratings. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce. World Patent Marketing has also announced the launch of InventionTown.com , America's Inventor Watchdog. InventionTown.com is a blog led by up and coming author and media personality, Lady Jennifer.



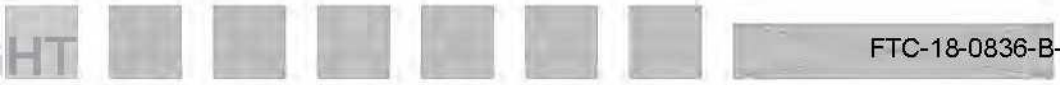
World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

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AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/22/2015 6:59:12 PM
Subject: FW: Patent Marketing News

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Friday, May 22, 2015 2:58 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

I so want this to happen iIjust dont have the money I live from pay check to pay check each week we dont have alot an dont have any one we can get the money from but if you all could help me find some one to partner with or maybe your company could invest a little more we could may be split it down the middle or something I know deep down in my heart that my (b)(6) can an will take off if I could just get it out there I know it sounds crazy but you said your self you thought it would do good please talk to some one about helping me with the rest of the money please I just need that extra little bit of help and I can do it please see if they could possible find it in there hearts to help me make a start I will be honest and loyal to whom ever helps get get this invention off the ground and running thank you ever so kindly and have a blessed day and may god watch over your alls families

On Fri, May 22, 2015 at 1:20 PM, World Patent Marketing <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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To: 'llowe@worldpatentmarketing.com'[llowe@worldpatentmarketing.com]
Cc: 'duncan@worldpatentmarketing.com'[duncan@worldpatentmarketing.com]; 'robert@worldpatentmarketing.com'[robert@worldpatentmarketing.com]; 'jillian@worldpatentmarketing.com'[jillian@worldpatentmarketing.com]; Diana Caparotta[diana@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/25/2015 11:04:30 PM
Subject: FW: Patent Marketing News

Lisa

I am getting sick and tired of complaints about you. You have more complaints than anyone else in this office.

Duncan – why are you not on top of this?

Lisa - you have lost your eligibility for a bonus for the month. If it happens again, Duncan will lose his bonus.

If you continue to receive complaints, your independent contractor agreement will be terminated for cause and you will be held legally responsible for any liabilities we have incurred as a result of your actions.

Do not contact this customer again.

Scott

From (b)(6)
Sent: Sunday, May 24, 2015 1:56 PM
To: Scott Cooper
Subject: RE: Patent Marketing News

Your rep was not straight up on full cost of this project she made me and my investor think that the $995 would be the total cost not telling us later we would need more money like $20 or more thousands of dollars to get this done she said that the usual cost is normally 4000 to 6000 but we could get this done for 995 when ask about the extra cost she refuse to tell or what money would be needed from the get go so for that me and my investor pulled out

On May 22, 2015 1:47 PM, "Scott Cooper" <scott@worldpatentmarketing.com> wrote:
(b)(6)

Please tell me what happened.

I am very concerned about your email.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

AMERICAN OVERSIGHT

To: (b)(6) @gmail.com]
From: Scott Cooper
Sent: Mon 5/25/2015 11:05:04 PM
Subject: RE: Patent Marketing News

Is there anything I can do to assist you at this point?

From: (b)(6) @gmail.com]
Sent: Sunday, May 24, 2015 1:56 PM
To: Scott Cooper
Subject: RE: Patent Marketing News

Your rep was not straight up on full cost of this project she made me and my investor think that the $995 would be the total cost not telling us later we would need more money like $20 or more thousands of dollars to get this done she said that the usual cost is normally 4000 to 6000 but we could get this done for 995 when ask about the extra cost she refuse to tell or what money would be needed from the get go so for that me and my investor pulled out

On May 22, 2015 1:47 PM, "Scott Cooper" <scott@worldpatentmarketing.com> wrote:
(b)(6)

Please tell me what happened.

I am very concerned about your email.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @gmail.com]
Sent: Friday, May 22, 2015 1:28 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

I am not going forward because one of your reps was not very truthful with me and I'm looking for another company

On May 22, 2015 1:20 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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To: 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/25/2015 11:08:30 PM
Subject: FW: Patent Marketing News

From: (b)(6) @gmail.com [mailto (b)(6) @gmail.com]
Sent: Saturday, May 23, 2015 2:15 PM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

Hi when u ready... I'm ready...

Sent from my LG G3 Vigor, an AT&T 4G LTE smartphone

------ Original message------
From: World Patent Marketing
Date: Fri, May 22, 2015 12:20 PM
To: (b)(6) @gmail.com;
Subject: Patent Marketing News

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

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World Patent Marketing **Press Release**

What Exactly Is Patent Marketing?

By: Scott J. Cooper, CEO and Creative Director

Patent marketing. It is a term that you have likely heard frequently if you're an inventor, but truthfully, you may or may not know exactly what it is. And if you fall more into the "may not know exactly" camp - rest assured that you are not alone.

Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.

AMERICAN OVERSIGHT

To: 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 5/25/2015 11:09:19 PM
Subject: FW: Patent Marketing News

From (b)(6)
Sent: Saturday, May 23, 2015 11:09 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Patent Marketing News

I just want to patent my idea I will market it my self

From: World Patent Marketing <publicity@worldpatentmarketing.ccsend.com> on behalf of World Patent Marketing <publicity@worldpatentmarketing.com>
Sent: Friday, May 22, 2015 12:20 PM
To: (b)(6)
Subject: Patent Marketing News

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Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.

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To: 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/26/2015 1:15:12 AM
Subject: FW: News from World Patent Marketing

From: (b)(6) @gmail.com]
Sent: Tuesday, May 12, 2015 11:02 PM
To: publicity@worldpatentmarketing.com
Subject: Re: News from World Patent Marketing

im happy for you im also working on my invention go fund me working great for me

On Sat, May 2, 2015 at 9:49 AM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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> You may unsubscribe if you no longer wish to receive our emails.



World Patent Marketing **Press Release**

LICENSING DEAL - WORLD PATENT MARKETING DOES IT AGAIN!

As Global Warming Brews Weird Weather, World Patent Marketing China Signs A Licensing Agreement For The Snow Melter

Licensing Alert - World Patent Marketing announces another April 2015 licensing deal for the Snow Melter for a Kansas Inventor.

Shanghai, China - May 2, 2015 -

AMERICAN OVERSIGHT

To: Diana Caparotta[diana@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 5/26/2015 2:28:16 PM
Subject: RE: FW: Patent Marketing News

no

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: Diana Caparotta [mailto:diana@worldpatentmarketing.com]
Sent: Tuesday, May 26, 2015 9:45 AM
To: Scott Cooper
Subject: Re: FW: Patent Marketing News

Wow..Does the Independent Contractor contract need to be revised to cover any of these issues?

Best regards,

Diana Caparotta
Controller

World Patent Marketing
Desa Industries Inc.
Tel. 516-203-4560 ext.101
Fax 516-977-4814

On Mon, May 25, 2015 at 7:04 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Lisa

I am getting sick and tired of complaints about you. You have more complaints than anyone else in this office.

Duncan – why are you not on top of this?

Lisa - you have lost your eligibility for a bonus for the month. If it happens again, Duncan will lose his bonus.

If you continue to receive complaints, your independent contractor agreement will be terminated for cause and you will be held legally responsible for any liabilities we have incurred as a result of your actions.

Do not contact this customer again.

AMERICAN OVERSIGHT

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Wed 5/27/2015 12:48:53 PM
Subject: FW: Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From (b)(6) @yahoo.com]
Sent: Wednesday, May 27, 2015 4:57 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

im interested moving on with my product i need to know what the next step sorry it toooks so long

From: World Patent Marketing <publicity@worldpatentmarketing.com>
To (b)(6) @yahoo.com
Sent: Saturday, March 28, 2015 9:03 PM
Subject: Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 3:18:10 AM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From (b)(6) @gmail.com]
Sent: Wednesday, May 27, 2015 11:05 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hey I'm trying hard to get the money to get this going I really believe in my ideas I wouldn't sell something I wouldn't buy but when you have little it leaves room for big ideas if I can just make something that would end up in every house in the country or world the simplest thing could change lives forever thanks for your support I'll be in touch

On May 27, 2015 10:43 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

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AMERICAN OVERSIGHT

Top Tips For Getting A Patent Licensed

By: Scott J. Cooper,
CEO and Creative Director

Having a great idea or developing a new product is a great achievement. But unless you've secured a patent, your hard work can be in jeopardy. While breaking into a space that is already crowded can be quite tedious, the more original the idea - or the less crowded the space - the easier it is to secure the patent.

Once you have successfully applied for and received a patent from the United States Patent and  Trademark Office, you have several options. First, you can begin to develop and manufacture your product, which can be a lengthy process toward seeing a profit.

Another option inventors or entrepreneurs have to make a profit off of their idea is to sell or license their patent. Many inventors will end up choosing to go this route because it can often lead to faster profits. If you choose to go this route, keep in mind that it is important to understand the value of the patent that you have.

Know what type of patent that you have, and exactly what it covers. Working with a patent marketing or patent licensing firm can help in this area. They will be able to provide you with expert guidance and advice on the value of your patent, as well as a reasonable amount that you should expect to receive, should you decide to sell or license your patent.

Licensing Your Patent

If you should choose to license your patent to a qualified and interested licensee, we at World Patent Marketing have put together a helpful list of tips for you to keep in mind:

Keep diligent and detailed records.

If you get into the habit early on of maintaining and keeping a good system of records, it will pay off in spades. First and foremost, if there should arise a licensing dispute, the party who has kept better records will obviously have a clear advantage from the get go.

Additionally, if you should ever decide to sell your business later on, [illegible] accurate and thorough records will not only help the potential buyer do their necessary leg

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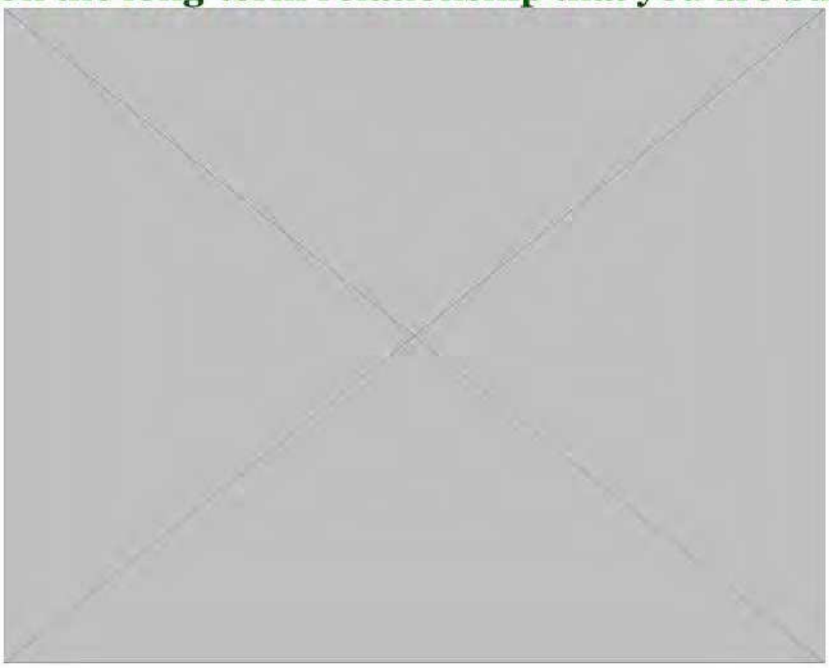
work in checking out the sale, it will also make them see your business is a more positive light. All in all, keeping good records can only increase the value of your product.

Be diligent and conscientious about patent enforcement from the very beginning.

Keep an eye on things from the start. Once you manage to obtain a patent, you need to pay especially close attention to who is using your invention. Many inventors and entrepreneurs mistakenly believe that there has to be intent for patent infringement; however, this is simply not the case.

Look for the presence or suggestion of your particular invention within other people's products or designs. Stay on top of how and where your invention is being used, and it will pay off in the long run.

Focus on the long-term relationship that you are building.



We always say that getting a licensing deal is not the same thing as buying a used car - you are not in it simply to get the very best deal that you can get, and then you run away, never to see or speak to this person again. This just isn't simply the case here.

You are going to, metaphorically, be living with this person for a long time, so it is important to keep this in mind. Focus on the relationship - it is crucial to leave room for good will and understanding on both sides of the fence.

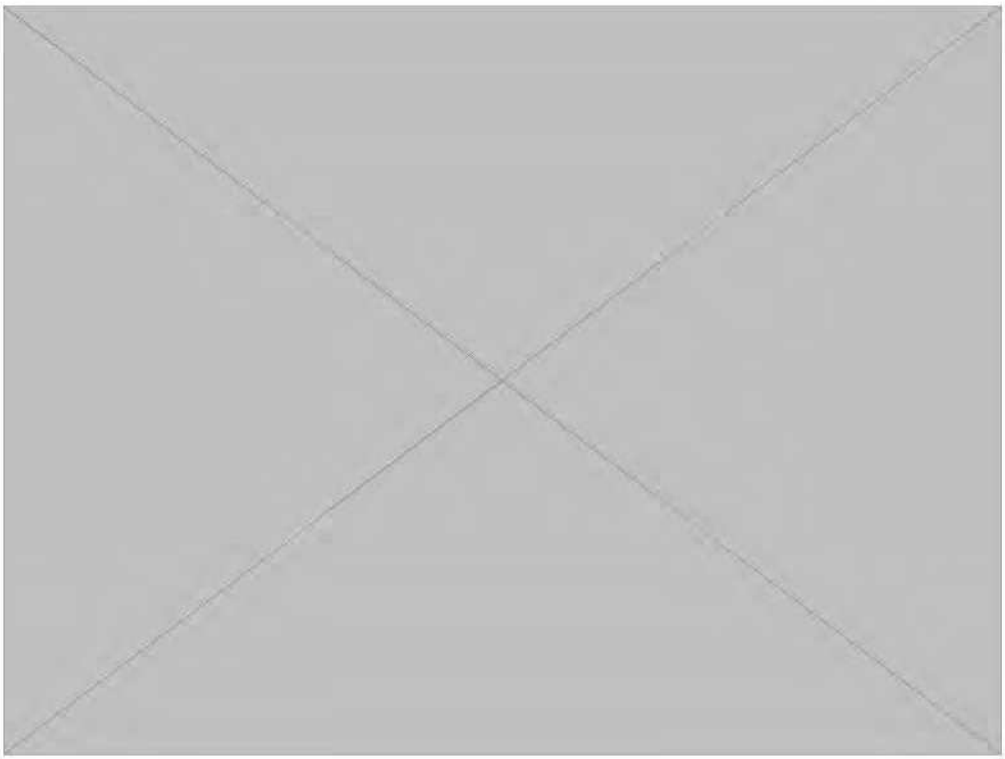
Always assume that the license is negotiable.

As is the case with just about any company that uses standardized forms or contracts, you may often hear that "We just don't alter or modify our form agreements." We are here to tell you that this just isn't the case. If you see something in the form agreement that looks wrong to you, or if you feel that something is vague or being misrepresented, speak up.

Most parties will work with you in good faith to either modify their verbiage, or even better explain to you why they must keep something written as is. The point is this: we've never seen a deal go south simply because someone was asking a question in good faith.

I wish you the best of luck!

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Click on Steve for a World Patent Marketing Review

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Scott J. Cooper, CEO
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Matthew G. Whitaker, Former US Attorney and
United States Senate Candidate

World Patent Marketing Advisory Board
Richard Sulaka, Macomb County
Deputy Public Works Commisioner

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Omar Rivero, Candidate for District 118
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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 3:18:26 AM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @msn.com]
Sent: Wednesday, May 27, 2015 10:59 PM
To: World PatentMarketing
Subject: RE: A Message From Our CEO

Sorry, the video did not come thru, would not open up. Please attempt to resend....Thank you, (b)(6)

Date: Wed, 27 May 2015 22:43:54 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @msn.com
Subject: A Message From Our CEO
CC:

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 3:34:35 AM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From (b)(6)
Sent: Wednesday, May 27, 2015 11:33 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hello well this is not my number,,,what do I have to do,I gave you the money ,,,Where is my number,,,you asked me for more money but you do not give me what I paid for,,,,I will not trust you if I don,t get what I paid for.(b)(6)

From: "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com>
To: (b)(6)
Sent: Wednesday, May 27, 2015 8:43:42 PM
Subject: A Message From Our CEO

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 3:54:37 AM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Wednesday, May 27, 2015 11:51 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hello,

As I told your employees I need financial help to get going and if you think I have such a profitable idea how come you don't help?

Thanks!
(b)(6)
inventor

On Wed, May 27, 2015 at 9:43 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 3:18:24 PM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @gmail.com] **On Behalf Of** Robin Huff
Sent: Thursday, May 28, 2015 11:06 AM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hello
Do you know how upsetting it is that you have a great ideal and the company that you contact says the same ,and all you can do is just wait and do nothing I can do .I am a single mom who makes 11 dollars a hour I came up with this knowing it would save life's but I was hoping to patent it or just sell the rights and ideal cause I was looking for a way to support my children ,and give them a dream of a better life . I don't have 1000.00 dollars to patent this I wish I did that would be a life changing event to have money to pay a bills on time or make sure there is food in the home all the time .But I live in the real world were 90%of the people struggle each payday.So the ideal I summited was for real and I hope that it stay mine like I was promised and maybe it can get real someday with me as the inventor .

Thank you
(b)(6)

On Wed, May 27, 2015 at 7:43 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 4:30:19 PM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
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(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @yahoo.com]
Sent: Thursday, May 28, 2015 12:24 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hello,
I submitted my idea on your web site and was just wondering how long before i will hear if submission is accepted?
Thank you, (b)(6)

On Wednesday, May 27, 2015 10:43 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 7:04:58 PM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @yahoo.com]
Sent: Thursday, May 28, 2015 3:02 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

HELLO CEO, I AM STILL TRYING TO GET UP THE MONEY 998.00 THAT IS NEEDED TO GET ME STARTED, I DO NOT HAVE IT ALL YET, BUT I'M WORKING ON IT, THANKS, ISSIC IS MY REP

From: World Patent Marketing News Desk <publicity@worldpatentmarketing.com>
To: (b)(6) @yahoo.com
Sent: Wednesday, May 27, 2015 10:43 PM
Subject: A Message From Our CEO

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Thur 5/28/2015 9:29:30 PM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

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1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Thursday, May 28, 2015 5:29 PM
To: publicity@worldpatentmarketing.com
Subject: RE: A Message From Our CEO

I would like someone to call me please (b)(6)

From: World Patent Marketing News Desk
Sent: 5/27/2015 9:43 PM
To: (b)(6) @gmail.com
Subject: A Message From Our CEO

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World Patent Marketing **Press Release**

AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 2:49:19 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @yahoo.com]
Sent: Friday, May 29, 2015 10:40 AM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

What about poor inventors? Are we just out of luck?

Sent from Yahoo Mail renejreeves@yahoo.com

From: World Patent Marketing News Desk <publicity@worldpatentmarketing.com>;
To: <(b)(6) @yahoo.com>;
Subject: WPM Prototype Division Expanding
Sent: Fri, May 29, 2015 12:19:48 PM

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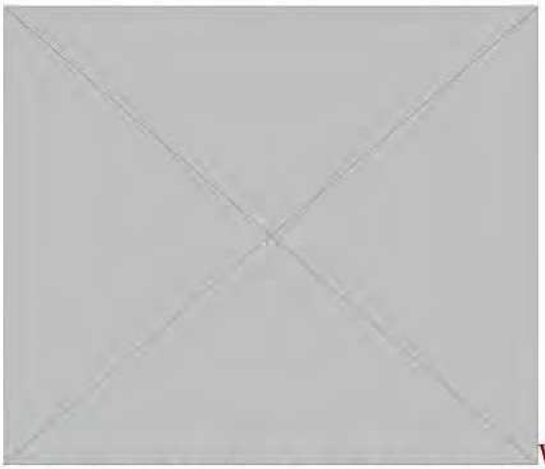


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World Patent Marketing's Prototyping Division Expanding In Florida and California

Study: World Patent Marketing's Prototyping Division Expansion to Rev Up Jobs, Revenues in Miami and Paso Robles

New York, New York (Yahoo Finance) May 28, 2015:



World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, has announced a major expansion of its prototyping department. The patent giant is heavily expanding its Engineering Departments in Florida and California to put greater emphasis on concept design engineering for plastics, wood and metals product development.

"World Patent Marketing has the best designers and engineers in the business." says Scott Cooper, CEO and Creative Director of World Patent Marketing, " We have a team of creative visionaries that are able to provide all the necessary aesthetics, ergonomics and strategy that a product needs before moving into the mechanical engineering phase of design."

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World Patent Marketing Prototyping Services include:

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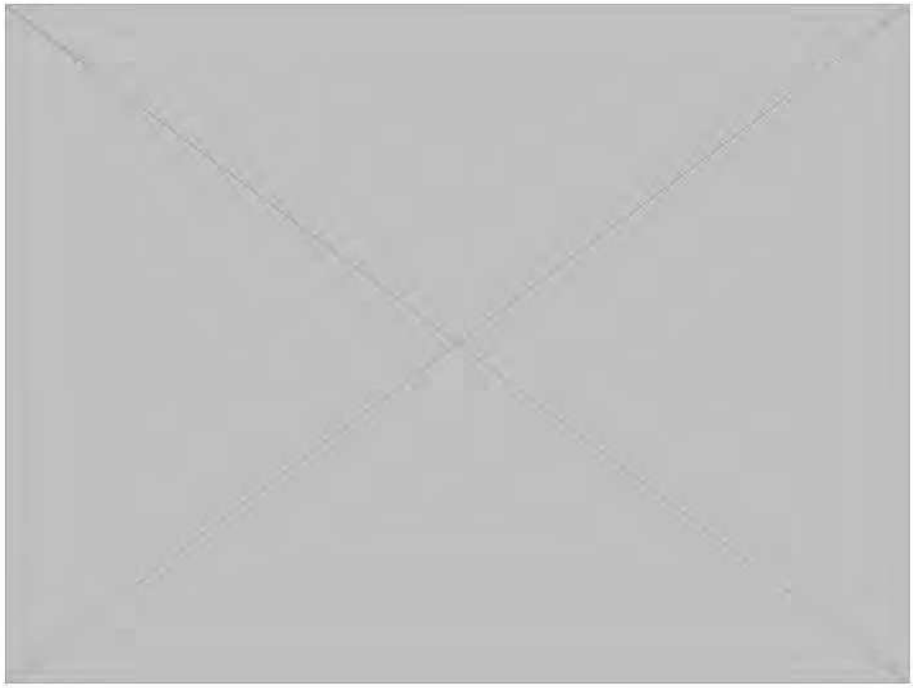
Virtual Prototyping



Rapid Prototyping
RTV Molding
Conceptual Prototypes
Beta Prototypes
Custom Fabricated
Textiles
3D Model Prototyping

World Patent Marketing's Engineering Services include:

Pro/Engineer Computer Aided Design (CAD)
Solid Works Computer Aided Design (CAD)
Electrical Design
Embedded System Design
Microcontroller firmware/software design



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Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and United States Senate Candidate

World Patent Marketing Advisory Board
Richard Sulaka, Macomb County
Deputy Public Works Commisioner

World Patent Marketing Advisory Board
Omar Rivero, Candidate for District 118
Florida House of Representatives

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 5:00:16 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @gmail.com]
Sent: Friday, May 29, 2015 1:00 PM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

Did I talk to a Niel Kelley there?

On May 29, 2015 5:19 AM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 5:36:18 PM
Subject: RE: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6); @gmail.com [mailto (b)(6); @gmail.com]
Sent: Friday, May 29, 2015 1:24 PM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

Call me at (b)(6) Thanks

Sent from my Sprint phone.

----- Reply message -----
From: "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com>
To: (b)(6) @gmail.com>
Subject: WPM Prototype Division Expanding
Date: Fri, May 29, 2015 8:19 AM

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AMERICAN OVERSIGHT

To: Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Fri 5/29/2015 7:57:37 PM
Subject: RE: Voice message from (b)(6)

Do me a favor and shoot him back an email confirming –don't waste your time with him

He read the global shit a few weeks ago and I calmed him down

(b)(6)

just confirm that you got his email address from me and you are on the advisory board

please cc me on the email as well that you send to him

any progress on the opinion letter?????

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

WORLD Patent Marketing

World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, May 29, 2015 2:49 PM
To: scott (scott@worldpatentmarketing.com)
Subject: FW: Voice message from (b)(6)

Another WPM customer reaching out to me. FYI. I do not plan to call back unless you want me to. Thanks, MW

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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AMERICAN OVERSIGHT

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From: tel:(b)(6) [mailto:non-mail-user@internetsolver.com]
Sent: Friday, May 29, 2015 12:24 PM
To: Matt Whitaker
Subject: Fwd: Voice message from (b)(6)

The attached message was recently left in your voicemail account for (b)(6) We are sending you this email because you have asked for your messages to be forwarded to this address.

AMERICAN OVERSIGHT

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 8:04:11 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Friday, May 29, 2015 11:05 AM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

What happened to our 1:00 o'clock phone meeting yesterday?
On May 29, 2015 7:20 AM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:
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> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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> World Patent Marketing
> Press Release
> World Patent Marketing's Prototyping Division Expanding In Florida and California
>
>
> Study: World Patent Marketing's Prototyping Division Expansion to Rev Up Jobs, Revenues in Miami and Paso Robles
>
> New York, New York (Yahoo Finance) May 28, 2015:
>
> World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, has announced a major expansion of its prototyping department. The patent giant is heavily expanding its Engineering Departments in Florida and California to put greater emphasis on concept design engineering for plastics, wood and metals product development.
>
> "World Patent Marketing has the best designers and engineers in the business." says Scott Cooper, CEO and Creative Director of World Patent Marketing, " We have a team of creative visionaries that are able to provide all the necessary aesthetics, ergonomics and strategy that a product needs before moving into the mechanical engineering phase of design."
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> Depending on specific project goals, specifications and budget, World Patent Marketing works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype. Clients looking to show a modern exterior can use appearance model prototypes. Those wanting to demonstrate an operating internal mechanism can use functional or proof of concept prototypes. And, if the goal is to give others the full user experience of a product, with form and function intact, a production level prototype is utilized.
>
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> World Patent Marketing Prototyping Services include:
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> Virtual Prototyping
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> Rapid Prototyping
>
> RTV Molding
>
> Conceptual Prototypes
>
> Beta Prototypes
>
> Custom Fabricated
>
> Textiles
>
> 3D Model Prototyping
>
>
>
> World Patent Marketing's Engineering Services include:
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>
>
> Pro/Engineer Computer Aided Design (CAD)
>
> Solid Works Computer Aided Design (CAD)
>
> Electrical Design
>
> Embedded System Design
>
> Microcontroller firmware/software design
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> Richard Sulaka, Macomb County
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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 9:35:07 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

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(305) 503-5458 Fax



From: (b)(6) @gmail.com]
Sent: Wednesday, May 13, 2015 4:51 AM
To: publicity@worldpatentmarketing.com
Subject: Re: Some Good Advice From World Patent Marketing

This notice for Mike, I need u to text or email u r # w/ext. Please. From (b)(6)

On Monday, May 11, 2015, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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What's Involved in Marketing a Patent

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FTC-18-0836-B-000666

To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 5/29/2015 9:51:04 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
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(305) 503-5458 Fax



From: (b)(6) @gmail.com]
Sent: Friday, May 29, 2015 9:31 AM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

OK waiting on paperwork per mail.

On May 29, 2015 8:19 AM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sat 5/30/2015 12:19:39 AM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @hotmail.com]
Sent: Thursday, May 28, 2015 12:00 AM
To: publicity@worldpatentmarketing.com
Subject: RE: A Message From Our CEO

Thank you for information. I have read everything about this company. Really interested now that we invested in an idea.

Sent via the Samsung Galaxy Tab® 3, an AT&T 4G LTE tablet

-------- Original message --------
From: World Patent Marketing News Desk
Date:05/27/2015 7:43 PM (GMT-08:00)
To: (b)(6) @hotmail.com
Subject: A Message From Our CEO

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To: info@worldpatentmarketing.com[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 5/31/2015 8:27:18 PM
Subject: FW: Some Good Advice From World Patent Marketing

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
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Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
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From: (b)(6) @gmail.com]
Sent: Sunday, May 31, 2015 4:03 PM
To: World Inventors
Subject: Re: Some Good Advice From World Patent Marketing

You never got back to me

On May 11, 2015 11:17 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

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What's Involved in Marketing a Patent

Scott J. Cooper
CEO and Creative Director
World Patent Marketing

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To: Jerry Shapiro[jerry@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 5/31/2015 11:39:22 PM
Subject: FW: Voice Message Attached from (b)(6) (b)(6) .wav

Call him for me - he is a friend of matt whitaker

Don't say anything about whitaker to him

Just tell him I told u to call

He needs a business method patent I think

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(888) 926-8174 ext 212
(305) 330-9199 Direct
(305) 503-5458 Fax

-----Original Message-----
From: voicemail@nextiva.com [mailto:voicemail@nextiva.com]
Sent: Monday, May 04, 2015 3:00 PM
To: Scott Cooper
Cc: scott@worldpatentmarketing.com
Subject: Voice Message Attached from (b)(6)

Time: May 4, 2015 2:59:41 PM
Click attachment to listen to Voice Message

AMERICAN OVERSIGHT

To: (b)(6)
From: Scott Cooper
Sent: Mon 6/1/2015 3:41:19 PM
Subject: RE: WPM Prototype Division Expanding

Yes it does cost extra and we are able to make prototypes with electronics

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From (b)(6)
Sent: Monday, June 01, 2015 11:40 AM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

Hello WPM, Does it cost extra to have your company make a physical prototype? And are you able to make prototypes with electronics?

(b)(6)

On Friday, May 29, 2015 6:19 AM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing's Prototyping Division Expanding In Florida and California

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World Patent Marketing Prototyping Services include:

Virtual Prototyping

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Rapid Prototyping

RTV Molding
Conceptual Prototypes
Beta Prototypes
Custom Fabricated
Textiles
3D Model Prototyping

World Patent Marketing's Engineering Services include:

Pro/Engineer Computer Aided Design (CAD)
Solid Works Computer Aided Design (CAD)
Electrical Design
Embedded System Design
Microcontroller firmware/software design

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Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former US Attorney and United States Senate Candidate

World Patent Marketing Advisory Board
Richard Sulaka, Macomb County
Deputy Public Works Commisioner

World Patent Marketing Advisory Board
Omar Rivero, Candidate for District 118 Florida House of Representatives

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 6/1/2015 8:58:02 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



From: (b)(6) @hotmail.com]
Sent: Monday, June 01, 2015 4:56 PM
To: publicity@worldpatentmarketing.com
Subject: RE: WPM Prototype Division Expanding

call me (b)(6)

Date: Fri, 29 May 2015 08:19:56 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) @hotmail.com
Subject: WPM Prototype Division Expanding
CC:

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World Patent Marketing Press Release

To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 6/1/2015 9:32:51 PM
Subject: FW: WPM Prototype Division Expanding

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From (b)(6) @aol.com]
Sent: Monday, June 01, 2015 5:28 PM
To: publicity@worldpatentmarketing.com
Subject: Re: WPM Prototype Division Expanding

I am about time looking for a company who can help me for my (b)(6) PROTOTYPE. Can you provide me the companyinformation in California?

Regards,

(b)(6)

n,rowr. B
(b) (6)

-----Original Message-----
From: World Patent Marketing News Desk <publicity@worldpatentmarketing.com>
To: (b)(6) @aol.com>
Sent: Fri, May 29, 2015 5:20 am
Subject: WPM Prototype Division Expanding

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To: World Patent Marketing Info[info@worldpatentmarketing.com]
From: Scott Cooper
Sent: Tue 6/2/2015 7:34:54 PM
Subject: FW: A Message From Our CEO

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



World Patent Marketing
1680 Meridian Ave Suite 600
Miami Beach, FL 33139
Phone: 888-926-8174
Fax: 888-689-2485

From: (b)(6) @gmail.com]
Sent: Tuesday, June 02, 2015 3:34 PM
To: publicity@worldpatentmarketing.com
Subject: Re: A Message From Our CEO

Hello there
I have submitted idea and nobody reach to me. Just one email stating you guys want more info details.
Please call me
(b)(6)

Thank you,
(b)(6)

On May 27, 2015 10:43 PM, "World Patent Marketing News Desk" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
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> You may unsubscribe if you no longer wish to receive our emails.



AMERICAN OVERSIGHT

To: 'Matthew Whitaker'[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Sun 8/2/2015 4:58:17 PM
Subject: RE: New message via your website, from (b)(6) @gmail.com

☺

Awesome!

Scott J. Cooper
CEO and Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Thursday, July 30, 2015 11:48 AM
To: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Subject: FW: New message via your website, from (b)(6) @gmail.com

I should get a cut of this for helping close the deal! I hope all is well. Best always, MW
---------- Forwarded message ----------
From: <no-reply@parastorage.com>
Date: Sun, Jul 26, 2015 at 11:07 PM
Subject: New message via your website, from (b)(6) @gmail.com
To: (b)(6) @gmail.com

You have a new message:

Via: http://www.whitakerhagenowlaw.com/

Message Details:

- **Name** (b)(6)
- **Subject** World Patent Marketing
- **Message** I have received my information regarding a patent search while working with World Patent Marketing. I would like to talk with Matt about his relationship with this company and his knowledge of this industry, as I am planning to continue with WPM.
- **Email** (b)(6) @gmail.com

Sent on: 26 July, 2015

Thank you!

--
Matt Whitaker
(b)(6)

AMERICAN OVERSIGHT

To: 'websupport@bloomberg.net'[websupport@bloomberg.net]
From: Scott Cooper
Sent: Sun 8/2/2015 8:16:03 PM
Subject: RE: H(b)(6) General/Other-Bloomberg.com
Company Overview.pdf

Attached is info as requested. Please do not hesitate to contact me should you have any questions.

Thank you.

Scott J. Cooper
CEO and Creative Director
(305) 330-9199

---------- Forwarded message ----------
From: **Web Support (BLOOMBERG/ NEWSROOM:)** <websupport@bloomberg.net>
Date: Fri, Jul 3, 2015 at 5:58 PM
Subject: H(b)(6) General/Other-Bloomberg.com
To: Cattya@worldpatentmarketing.com

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If you wish to add a company description on the Bloomberg.com site, please submit five lines (80 characters per line). You cannot use brand names, superlatives, locations, or numbers. Past events may not be used. Please list all information that needs to be added. This includes Management Profile details as well as company profile/contact information. Please note that we cannot guarantee the profile will be listed on the site. You can submit via this Feedback.

Sincerely,
Bloomberg Website Feedback Team





AMERICAN OVERSIGHT

Company Overview (398 characters)

Desa Industries, Inc. doing business as World Patent Marketing, is a manufacturer and retailer of patented products. The company is broken into eight divisions that includes Research, Patents, Prototyping, Manufacturing, Retail, Capital Ventures, Mobile Apps & Social Media. The company was founded in 2010 in Delaware and is headquartered in Miami Beach, FL. The company has 500 agents and employees & has operations in Philippines, India, Bolivia, Israel & England.

Key Board Members for Desa Industries Inc.

Scott J. Cooper:

CEO and Creative Director of World Patent Marketing

and Director of The Cooper Idea Foundation, http://cooperideas.org

Matthew G. Whitaker:

Former US Attorney for the Southern District of Iowa

Richard Sulaka, Jr.:

Macomb County Deputy Commissioner

Christopher Robert Seaver, MD:

General Faculty Preceptor at the University of Miami

And Attending General Surgeon at Holy Cross Hospital

Omar Rivero:

Founder and Editor-in-Chief of Occupy Democrats,

a grassroots political organization

Corporate Information

1680 Meridian Avenue
Suite 600
Miami Beach, FL 33139
United States

Founded 2010

Phone: (305) 330-9266
Toll Free: (888) 926-8174
Fax: (888) 689-2485

https://worldpatentmarketing.com
http://shop.worldpatentmarketing.com

AMERICAN OVERSIGHT

To: Bernard Egozi[BEgozi@egozilaw.com]; Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Fri 8/14/2015 7:36:29 PM
Subject: FW: Done deal

Lol lol

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: (b)(6) @gmail.com]
Sent: Friday, August 14, 2015 3:35 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Done deal

Ok I will call you shortly, and please don't misunderstand me I am not trying to black mail you or threaten you. I'll explain to you in details what's frustrating over the phone

On Friday, August 14, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:

I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.

I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What Is this about?

Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.

And then you are threatening to slander our company on the internet?

We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.

I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.

I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

From: (b)(6) @gmail.com]

Sent: Friday, August 14, 2015 1:00 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Done deal

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is
1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.

2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.

3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???

4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day

CONNECT WITH US:

AMERICAN OVERSIGHT

To: Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Fri 8/21/2015 4:21:12 PM
Subject: can u talk?

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

To: Diana Caparotta[diana@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 8/21/2015 4:33:25 PM
Subject: when is the last time we paid whitaker?

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

To: (b) (6) @gmail.com]
From: Scott Cooper
Sent: Tue 8/25/2015 11:10:19 PM
Subject: FW: World Patent Marketing

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, August 21, 2015 12:59 PM
To: (b) (6)
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Subject: World Patent Marketing

Mr. Rudsky:

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

WHITAKER HAGENOW & GUSTOFF LLP WHG

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

OVERSIGHT

To: Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Tue 8/25/2015 6:53:18 PM
Subject: call me when you can....need advice...

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

To: Brett Lewis[(b)(6) com]
From: Scott Cooper
Sent: Tue 8/25/2015 7:16:00 PM
Subject: i fowarded that email to Matt Whitaker - he thinks we should turn this over to DA in NY - what do u think?

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

To: Matthew Whitaker[mwhitaker@whgllp.com]
From: Scott Cooper
Sent: Tue 8/25/2015 8:28:23 PM
Subject: i have an old friend from the Brooklyn DA - I reached out to her...

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

AMERICAN OVERSIGHT

To: Bernard Egozi[begozi@egozilaw.com]
From: Scott Cooper
Sent: Thur 9/3/2015 12:46:19 AM
Subject: FW: Executed Order
Executed Order.pdf
Untitled attachment 00019.htm

fyi

Scott J. Cooper
CEO and Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

From: Eric Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Wednesday, September 02, 2015 7:42 PM
To: Cooper Scott <scott@worldpatentmarketing.com>
Subject: Fwd: Executed Order

Here's the order and the attachment.

Sent from my iPhone
Eric M. Creizman
Attorney at Law
Creizman LLC
565 Fifth Avenue, Fl. 7
New York, New York 10017
T: (212) 972-0200
F: (646) 200-5022

www.creizmanllc.com
Begin forwarded message:

> **From:** Zachary Taylor <ztaylor@creizmanllc.com>
> **Date:** September 2, 2015 at 2:27:28 PM EDT
> **To:** Eric Creizman <ecreiz@creizmanllc.com>
> **Subject: Executed Order**
>
> Here it is. Send me an email to confirm receipt.
>
> --
> Zachary S. Taylor
> Attorney at Law
> Creizman LLC
> 565 Fifth Avenue, Fl. 7
> New York, New York 10017
> T: (212) 972-0200
> F: (646) 200-5022
>
> www.creizmanllc.com

AMERICAN OVERSIGHT

To: Eric M Creizman[ecreiz@creizmanllc.com]
From: Scott Cooper
Sent: Sat 10/3/2015 12:33:07 AM
Subject: RE: EMAIL #8

http://creizmanllc.com/archives/1735

let me put you on my advisory board

you will get a ton of press – you'll love it...

https://worldpatentmarketing.com/advisoryboard

no liability – you are simply an advisor...

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric M Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Tuesday, August 25, 2015 9:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.
Sent from my iPad
On Aug 25, 2015, at 9:48 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, August 25, 2015 3:12 PM
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing

(b)(6); Duplicate

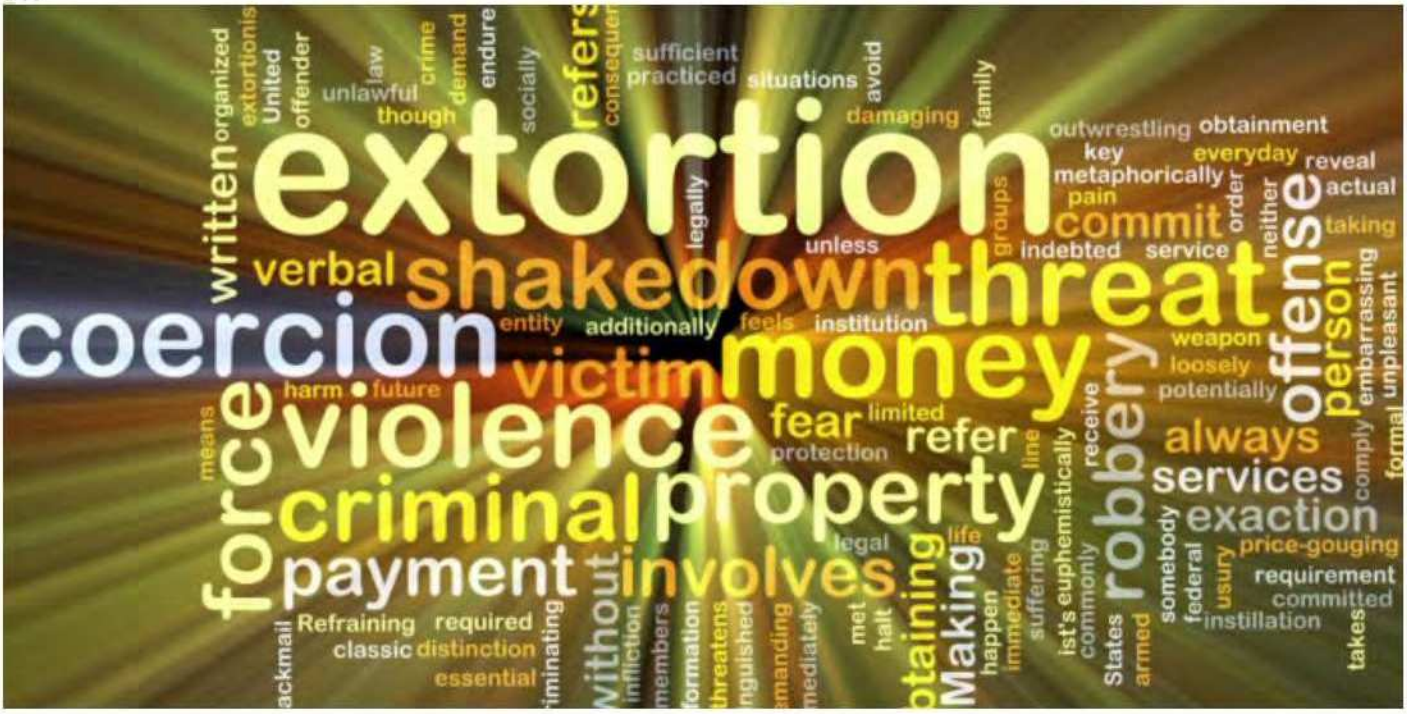
AMERICAN OVERSIGHT

To: Eric Creizman (ecreiz@creizmanllc.com)[ecreiz@creizmanllc.com]
From: Scott Cooper
Sent: Wed 10/7/2015 5:21:31 AM
Subject: what do u think?
Document1.docx

AMERICAN OVERSIGHT

World Patent Marketing Extortion Scandal – CEO Scott Cooper Fights Back

by Joanne McKenzie - Oct 7, 2015



Share...

World Patent Marketing, CEO Scott Cooper Fights Back



CEO Scott Cooper fights back.

AMERICAN OVERSIGHT

As if World Patent Marketing CEO Scott J. Cooper didn't have enough to do. He returned home this week from what was supposed to be a pleasant family yacht trip in the Bahamas. Of course within a few days, Hurricane Joaquin showed up. As the vessel raced to Nassau to avoid the 100 mile per hour winds, an engine failed. Luckily, Captain Kiko was able to navigate the vessel to safe harbor on the single engine. As they waited out Hurricane Joaquin, Cooper's biggest problem that day was a slow internet speed.

As he returned home and stepped off the private jet, he was greeted with an email from his attorney that the extortion and blackmail scheme against him and World Patent Marketing is not over. Back in August, an ex-employee of Old Merchants Mortgage Bankers, Cooper's highly successful mortgage banking business, requested a job at World Patent Marketing. We will call this ex-employee "Alex." Cooper ignored the request, knowing that Alex has been in and out of trouble since the collapse of the mortgage industry. Within a few weeks, Alex demanded $200,000 in 48 hours or else he would smear the company's reputation on the internet. Cooper initially ignored him, knowing that Alex had a history of substance abuse and he figured it would pass.

The extortion and blackmail plot then thickened. He started to threaten high ranking members of the World Patent Marketing Advisory Board, including Former US Attorney, Matthew Whitaker, and Former Karate Champion and Director of Security Risk Management Moti Horenstein.



Scott Cooper hired ex-commando Horenstein for security

Cooper then called upon famous New York attorney, Eric Creizman. Creizman is known as one of the top ten lawyers in New York and is famous for his courtroom antics. Despite Alex's tactics to evade being served by Cooper's investigators, the judge ordered an injunction banning Alex from slandering the company.

AMERICAN OVERSIGHT

Cooper thought the matter was over and he could get back to business. "I figured he would crawl back under the rock he came out of," said Cooper. "I knew the guy had financial problems. His ex-wife told the investigators that he wasn't even paying child support for his children and I knew he was already being investigated for some other nonsense. I figured he was desperate. He is not a worthy opponent. I really didn't need the aggravation though."

Shockingly, Alex just recently started to carry out his threats. He started posting fake negative reviews pretending to be an unhappy customer. "I understand that this man has issues," said Cooper. "He is extremely disturbed. Recently he has become delusional and desperate. He seems to be totally detached from reality, perhaps due to fear and drug use. His demands have become more bizarre and ludicrous over time. We don't have time to deal with an extortion scandal. At this point, we have no choice but to take hard hitting action, to protect ourselves and our clients."



Member of the World Patent Marketing Security Team

Cooper and his attorneys will be meeting with high level prosecutors next week to have Alex arrested. "Its an interesting crime that he committed. It's called **Cyberstalking** and Cyberharrassment. I didn't know much about it. Quite frankly, I am obsessed with keeping my clients happy. I never had to deal with an idiot like this," said Cooper. "I have put people in prison before for stealing from me. It was not something I enjoyed. But I may actually enjoy this one."

AMERICAN OVERSIGHT

World Patent Marketing CEO Scott Cooper Keeps Security Force Close

Cooper is no stranger to danger. He has been forced to take measures to protect the World Patent Marketing Staff. The headquarters offices are heavily protected, with bio-metric scanners for entry, extensive video surveillance, and extensive background checks for all individuals admitted into the building. "We work on lots of different ideas. Some of them are potential game changers and threaten the status quo," said Cooper. "We see ideas every day that can change the world in the fields of energy, medicine and communications. "



Member of the WPM security team, guarding Prime Minister.

Cooper has even taken the unprecedented step of hiring a World Patent Marketing Security Force, made up of former Israeli commandos that previously protected the Prime Minister of Israel. Led by **Moti Horenstein,** World Patent Marketing executives all over the world have been forced to surround themselves with security forces 24/7 in order to ensure personal safety from outside threats.

"The time has come to hit back," said Cooper. "This isn't just about a crazy guy bothering me any more. It's more than a simple extortion scandal. He is attacking World Patent Marketing. I'm not going to let a crazy man stand in the way of our clients' success. It isn't going to happen. This guy just bought himself jail time. We have a formidable team here, and we are going to hit him with everything we have."

AMERICAN OVERSIGHT

World Patent Marketing complaints are handled by their crack team on the Advisory Board.

AMERICAN OVERSIGHT



To: Anne Cruz[anne@worldpatentmarketing.com]
From: Scott Cooper
Sent: Fri 2/19/2016 1:31:11 AM
Subject: audioBoom / Matthew Whitaker, U.S. Attorney from iowa and director of the Foundation for Accountability and Civic Trust - February 18, 2016

https://audioboom.com/boos/4198950-matthew-whitaker-u-s-attorney-from-iowa-and-director-of-the-foundation-for-accountability-and-civic-trust-february-18-2016

AMERICAN OVERSIGHT

To: Jorge Argota[jorge@worldpatentmarketing.com]
From: Scott Cooper
Sent: Sun 6/26/2016 8:55:05 PM

DAILEY
MARTY
NURIEL
WHITAKER

HORENSTEIN
MAST
PASCAL
SULAKA

CREIZMAN
MALLETT
RIVERO
SEAVER

Scott J. Cooper
CEO and Creative Director

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

AMERICAN OVERSIGHT

To: Scott Cooper[publicity@worldpatentmarketing.com]
From: (b)(6)
Sent: Sun 3/8/2015 11:03:03 PM
Subject: Re: News from World Patent Marketing

Hello there. My name is (b)(6) I submitted an idea with u guys n got a positive response. I wasn't able to continue pursuing my ideas dream but it was a damn great invention. I would simply like to ask if there's anything else I can do to continue with my invention?

On Mar 7, 2015 5:48 PM, "World Patent Marketing" <publicity@worldpatentmarketing.com> wrote:

> Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
>
> You may unsubscribe if you no longer wish to receive our emails.

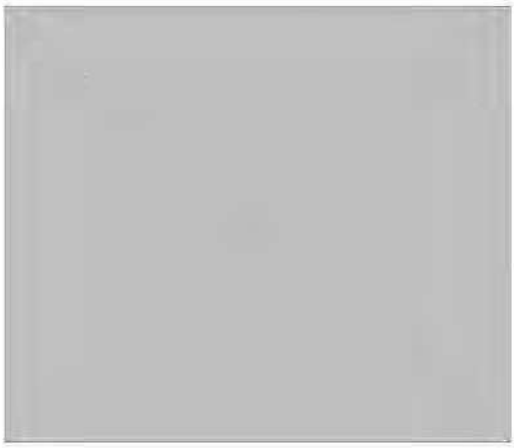


World Patent Marketing — Press Release

Clean Water Bill Moves Forward as World Patent Marketing Floods the Market With A Breakthrough Water Filter Invention

The New York Inventor Exchange approves the Hose Filter, a water filter invention, for licensing and trading intellectual property rights.

New York, New York - March 7, 2015 -



World Patent Marketing, the world's fastest growing vertically integrated patented product development company, has announced the release of the hose filter, a water filter invention which aims to filter impurities out of tap water.

"Over the years, Americans and millions more around the world, have depended on bottled water due to the dangers brought about by drinking contaminated water," said Scott Cooper, CEO & Creative Director of World Patent Marketing, "Our push for innovative products makes the world a safer place to live in, one invention at a time."

According to the Rutland Herald (March 05, 2015), "Vermont's 2015 legislative session is shaping up to be the year of clean water. Gov. Peter Shumlin opened the session with a State of the State

AMERICAN OVERSIGHT

speech that outlined an ambitious yet practical plan to clean up our state's waters, including Lake Champlain. Weeks of clean water testimony from farmers, business owners, state and local officials, scientists and environmental advocates have been delivered to House and Senate committees. Vermonters can be assured that their legislators have been fully engaged in tackling the challenge of reducing pollution and restoring our streams, rivers, lakes and ponds to full health."

Since that speech, the full General Assembly has gathered twice to learn about and discuss the importance of clean water and the critical role it plays in our lives and the state's economy. The water filter invention assures the public that they can have their water clean and safe for drinking at any time.

The inventor, Kenji Q from Waipahu, Hawaii says "the water filter invention is a concept whose time has arrived. People from cities and towns across the country have long asked the question about what makes water potable, and yet, studies have shown that there are a lot of carcinogenic and biohazard risks in the water that we drink,"

The developer of the water filter invention notes that his product provides a simple solution which people can easily install. It does not have to be limited to the garden hose; for instance, it can be used for the whole family's water supply.

"Wherever water flows through, this can also be put in place," says Camry, an environmentalist blogger from Iowa. He notes that the water filter invention is not just for playground or park use, but can be utilized to solve water problems all over the world. It can also save Americans millions of dollars each year which they spend on buying expensive, bottled water.

Even with water utilities in developed urban and suburban communities, the age of underground pipes makes the delivery of drinking water unreliable.

About World Patent Marketing

World Patent Marketing is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam." according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A+ Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing
Scott J. Cooper, Managing Director
and Principal Shareholder

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

AMERICAN OVERSIGHT
FTC-18-0836-B-000701

To: Scott Cooper[scott@worldpatentmarketing.com]
From: (b)(6)
Sent: Sat 5/9/2015 5:04:20 PM
Subject: Fwd: World Patent Marketing Special Alert

Sheer genius!
Send directly to forbes, wsj, inc, etc.
(b)(6)

---------- Forwarded message ----------
From: World Patent Marketing <publicity@worldpatentmarketing.com>
Date: Friday, May 8, 2015
Subject: World Patent Marketing Special Alert
To: office@worldpatentmarketing.com

<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may unsubscribe if you no longer wish to receive our emails.
<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
<https://ci4.googleusercontent.com/proxy/p0yiSj5AYWOHv223KtdTwOFGhJ7a4_oOUeQpZ8OtXUgAppJ1JzFnOOEIJHwykGQ5ru7N34kCtdu_kWJgJ7SIqhIDpRW5KKQtRXjF-8FAgIQ=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_left.png><https://ci3.googleusercontent.com/proxy/wfx4A1ha4keNo57OzxfY8o7Z9fxdiiXF5yPHuCaFYaaGioHmc9ShtHDPXOW3dvqGy7BRATpdqM5_CSjS2SaCfV5T34buTPZwFGBFkxje=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_fb.png><https://ci3.googleusercontent.com/proxy/OBA2sevccm5xwvB6mjaWZEYLWq8v_LzbuiHvQpIJaEBEjEnF8jFxSl34WuXpvfsvE5UkPRT3F5cvXIcd7dFjGmh7BNCbdkVAgmuKs8VVqAU=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_twit.png><https://ci3.googleusercontent.com/proxy/7bvVc6BaWrnGKiPjT5o_Rg4qnW8nWzyDk29mRKWSpJXRS5_5AJtR30MdrZtO680yxGytA_C_aSZUwkHt-JG0TY3VarAYJ1sw3c4P2G28BX0icQ=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_linked.png><https://ci6.googleusercontent.com/proxy/0ViCMxgQgjegRXSZ2mFVcChGlAj4cC8s6lAjfyS2CuEiOXT5qLDBYWh5U7D4D4Co3WUm9FDCnMCf0TG4oF7HnsKhQf2Z6cS-7xBqAz0azzNV7h4=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_divider.png><https://ci4.googleusercontent.com/proxy/oQwX4VJAD7AEqoN9myNlxupK_c1_KWNIcOV3JHzJHiYiIvi6Jafw12jWzy1tmhOSxIZKeNz0zoUlyYFwcheF2ILU_bXOo2tqs3CbSawuMzA=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_more.png><https://ci6.googleusercontent.com/proxy/AldpmId4bxH4fmRf1G73W4LL-quKA3oQ_ORTgLRFXJ2jed30JGcDjMibG1b1GauO1anohNsYbMfgqVaw9COgaWT54druNUF4yd9QbVPaYyYY=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_drw_right.png><https://ci6.googleusercontent.com/proxy/ZVBspODmv7PMeDHYTmoCQu_GMgeKZlbvV75LxH5jU0rmA1SslSyCzB97wk58zRiYcCK4YDVuifNvi5806XdHT9EZToIX7HCi_YcyGyGkhuETyP4=s0-d-e1-ft#http://img.constantcontact.com/ui/images1/shr_btn_like_sm.png>
<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJlTeYNEd2SdJFgXOxiw2k8ojQqWHQQqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>
<https://ci3.googleusercontent.com/proxy/Yy-

Investigational Hearing

To: publicity@worldpatentmarketing.com[publicity@worldpatentmarketing.com]
From: (b)(6)
Sent: Sun 6/21/2015 9:34:05 AM
Subject: RE: CEO Scott Cooper says The Future for Innovation is Now

I have a fabulous idea. I never heard back from you. What happens?

At Jun 18, 2015, 9:18:56 PM, World Patent Marketing News Desk wrote:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!
You may unsubscribe if you no longer wish to receive our emails.





World Patent Marketing **Editorial**



Scott Cooper, CEO and Creative Director, says The Future for Innovation is Now

Did you think by now that we would be scooting along on moving sidewalks, living high above the ground amid a flying maze of highways and flying cars? For the Jetsons cartoon back in the 60's, those things seemed farfetched. Even though we are not quite there yet, in today's world, a future like that doesn't seem so to be too far in the distance.

Just 20 years ago, the Internet wasn't a common part of our vocabulary. You carried a dime or a quarter at all times in case you needed to use a pay phone. There was no such thing as cell phones - not for the ordinary guy.

AMERICAN OVERSIGHT

To: publicity@worldpatentmarketing.com[publicity@worldpatentmarketing.com]
From: (b)(6)
Sent: Mon 6/22/2015 1:54:19 AM
Subject: Re: A Message From Our CEO

Are you guys ready to make money now? I'm ready

Sent from my MetroPCS 4G Android device

On May 27, 2015 8:43 PM, World Patent Marketing News Desk <publicity@worldpatentmarketing.com> wrote:

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World Patent Marketing **Press Release**

Top Tips For Getting A Patent Licensed

By: Scott J. Cooper,
CEO and Creative Director

Having a great idea or developing a new product is a great achievement. But unless you've secured a patent, your hard work can be in jeopardy. While breaking into a space that is already crowded can be quite tedious, the more original the idea - or the less crowded the space - the easier it is to secure the patent.

Once you have successfully applied for and received a patent from the United States Patent



and Trademark Office, you

AMERICAN OVERSIGHT

From:	Scott Cooper
Importance:	Normal
Subject:	Pay Whitaker $1875 for quarterly fee
Start Time:	Thur 10/15/2015 4:00:00 AM
End Time:	Fri 10/16/2015 4:00:00 AM
Required Attendees:	Scott Cooper

AMERICAN OVERSIGHT

Subject:	Matthew Whitaker
File As:	Whitaker, Matthew
Email:	mwhitaker@whgllp.com
Display As (Email):	Matthew Whitaker
Home Telephone:	(b)(6)
First:	Matthew
Last:	Whitaker

AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Jorge Argota
Sent: Thur 6/2/2016 9:26:22 PM
Subject: Re: MATTHEW WHITAKER: A window on Hillary's revolving door - Washington Times

will do

On Thu, Jun 2, 2016 at 2:15 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

> U should post this
>
> Whitaker is on our board
>
> http://m.washingtontimes.com/news/2016/may/31/matthew-whitaker-a-window-on-hillarys-revolving-do/
>
> Scott J. Cooper
> CEO and Creative Director
>
> 1680 Meridian Avenue, Suite 600
> Miami Beach, Florida 33139
>
> 305-330-9199 Direct
> 888-926-8174 ext 212
> 305-503-5458 fax
>
> Sent from my iPhone
>
> —
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> <https://www.facebook.com/WorldPatentMarketing>
> <https://twitter.com/WorldPatentMKTG>
> <https://www.pinterest.com/WorldPatentMKTG/>
> <https://instagram.com/worldpatentmarketing/>
> <https://www.linkedin.com/company/world-patent-marketing>
> <http://youtube.com/worldpatentmarketing>

--
Best,

Jorge Argota

Office: 888-926-8174 Ext. 296
Fax: 888-689-2485

Email: Jorge@WorldPatentMarketing.com
www.WorldPatentMarketing.com

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To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: CrunchBase
Sent: Thur 1/21/2016 12:12:10 PM
Subject: Can you verify Christpher Seaver, MD's education?

Scott,

Thank you for your recent edits to CrunchBase!

Please ensure that the following edits include all education and degrees received, as well as the start and end dates.

You can access the page, by clicking on the link(s) below and selecting **"Update"** in the **Education** section.



Christpher Seaver, MD
No Education Details



Richard Sulaka, Jr.
No Education Details



Omar Rivero
No Education Details



Omar Rivero
No Education Details



Matthew G. Whitaker
No Education Details

With over 978K profiles maintained on CrunchBase, we value your contribution!

-The CrunchBase Team

Keep up with CrunchBase

AMERICAN OVERSIGHT



If you would no longer like email updates from CrunchBase, you can unsubscribe here.

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To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Google Alerts
Sent: Fri 7/8/2016 1:11:13 AM
Subject: Google Alert - Daily Digest

"time travel"

NEWS

The Women of 12 Monkeys on **Time Travel**, TV, and Terry Matalas

Blastr

As far as **time travel** goes, nearly everyone sang the praises of the costume and set departments for the 40's, which ended up being the resounding ...

Flag as irrelevant

Wednesday round-up: On tickets, Trek, and **time travel**

Theme Park Insider

Wednesday round-up: On tickets, Trek, and **time travel**. July 6, 2016, 9:45 PM · Tickets go on sale in one week for next year's D23 Expo in Anaheim.

Flag as irrelevant

'Doctor Who' comes to Hampton History Museum

Daily Press

The museum's event, "Doctor Who in Hampton: **Time Travel** of Historic ... "Something like this, with **time travel**, is a perfect way to capture people's ...

Flag as irrelevant

See more results | Edit this alert

"patent"

NEWS

AMERICAN OVERSIGHT

Asia Is Getting Its Own **Patent** Police

Bloomberg

It's a shift for Chinese companies, which have more often been the defendants in **patent** suits. They're catching up with a trend in Japan and South ...

Flag as irrelevant

What Is a **Patent** Cliff?

Fox Business

A **patent** cliff is what happens when a company's revenue starts plunging, or falling off a cliff, because an established product's **patent** reaches its ...

Flag as irrelevant

Apple granted **patent** for device to disable cameras on phones at concerts

WWBT NBC12 News

Apple has had a **patent** approved by the U.S. **Patent** and Trademark Office that would disable iPhone cameras from recording or photographing live ...

Flag as irrelevant

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"uspto"

NEWS

National Cancer Moonshot: **USPTO** Cancer Immunotherapy Fast Track

The National Law Review

In response to President Obama's National Cancer Moonshot initiative to eliminate cancer, the **USPTO** has launched the "Cancer Immunotherapy Pilot ...

USPTO Cancer Immunotherapy Pilot Program - Lexology (registration)

USPTO Announces Patent Fast Track Pilot Program for Cancer Immunotherapy Applications - Lexology (registration)

Full Coverage

Flag as irrelevant

Supreme Court Gives Deference to **USPTO** in Post Grant Proceedings

The National Law Review

The Supreme Court issued its much-anticipated decision in Cuozzo Speed Technologies v. Lee[1] on June 20, 2016, resolving two important issues ...

Flag as irrelevant

U.S. Patents Awarded to Inventors in Texas (July 6)

Targeted News Service (subscription)

The patent application was filed on March 26, 2015 (14/670,254). The full-text of the patent can be found at http://patft.**uspto**.gov/netacgi/nph-Parser?

AMERICAN OVERSIGHT

Flag as irrelevant

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"matthew whitaker"

NEWS

Wanna know what former US prosecutors think about FBI decision on Hillary? Here ya go...

BizPac Review

Matthew Whitaker, a former U.S. attorney for Iowa, told the Free Beacon the FBI director's stance in the case was highly unusual for a law enforcement ...

Flag as irrelevant

See more results | Edit this alert

"intellectual property"

NEWS

Shontavia Johnson Named Director of Drake **Intellectual Property** Law Center

IPWatchdog.com

Shontavia Johnson, professor of law and the Kern Family Chair in **Intellectual Property** Law, took over as director of Drake Law School's **Intellectual** ...

Flag as irrelevant

5 Legal Techniques to Secure Cannabis Strain **Intellectual Property**

New Cannabis Ventures (blog)

The Cannabis Industry is a multi-billion dollar industry. The cannabis plant is characterized by some as its most valuable asset. Some strains of ...

Flag as irrelevant

Kollywood's **Intellectual Property** mess

The Hindu

A routine case of **Intellectual Property** Rights infringement which was resolved at the Madras High Court on June 27 has exposed some of the chinks ...

AMERICAN OVERSIGHT

Flag as irrelevant

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"shark tank"

NEWS

Four Years After **Shark Tank**, 23-Year-Old, Her Best Friend And Her Dad Build A $7M Nut Butter ...

Forbes

One thing led to another, and before beginning junior year of college they ended up on **Shark Tank**, and suddenly realized: Either they needed to drop ...

Flag as irrelevant

'**Shark Tank**' Action Figures To Debut At Comic-Con

Forbes

You might expect to find exclusive Ninja Turtles or Marvel action figures at San Diego Comic-Con; it is, after all, a convention primarily of comic, movie, ...

Flag as irrelevant

Local chili **Shark Tank** episode to air again, retail business up 40 percent

Beckley Register-Herald

Although the investment sharks didn't bite when the special "Made in America" show originally aired Feb. 21, the impact of appearing on the show has ...

Flag as irrelevant

See more results | Edit this alert

"invention patent"

NEWS

Huawei demands $12m compensation from Samsung for IP violation

ZDNet

Huawei said that after analysis, it found the Samsung mobile phones with all the technical features of an **invention patent**. The company has also ...

Flag as irrelevant

AMERICAN OVERSIGHT

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new products

NEWS

New products help PepsiCo inch past revenue estimates
CNBC
PepsiCo reported slightly better-than-expected quarterly revenue, helped by strong demand for Frito-Lay snacks and **new** beverages in North America ...
New products, lower costs help PepsiCo top profit estimates - euronews
Full Coverage
Flag as irrelevant

PepsiCo profit tops expectations, it focuses on **new products**
Knoxville News Sentinel
The maker of Gatorade, Mountain Dew and Frito-Lay chips said it is now getting 9 percent of its revenue from **new products** and responding to the ...
New products help Pepsi to strong quarter - Lima Ohio
New products, lower costs help PepsiCo top profit estimates - StreetInsider.com
PepsiCo touts items seen as 'craft' as profit tops forecasts - New Jersey Herald
Full Coverage
Flag as irrelevant

New products help PepsiCo inch past revenue estimates
Yahoo Finance
Cases of Pepsi are displayed for sale in Carlsbad, California February 7, 2012. REUTERS/Mike Blake/File Photo ...
Flag as irrelevant

See more results | Edit this alert

licensing deal

NEWS

AMERICAN OVERSIGHT

Lidl enters Ice Age in biggest ever Fox movie **licensing deal**

The Grocer

As another part of the **licensing deal**, key markets will run retail loyalty programmes, one of which will give plush toys based on the film's characters in ...

Flag as irrelevant

SRG signs Olympic sub-**licensing deal**

SportsPro Media

Discovery Communications has agreed yet another sub-**licensing deal** with a European broadcaster for the Olympic Games in 2018 and 2020, with ...

Flag as irrelevant

Cheaper HIV drugs offered to South Africa as patent **deal** is signed

Times LIVE

The Geneva-based Medicines Patent Pool (MPP) on Thursday announced new generic manufacturing **licences** for four anti-retrovirals and a hepatitis ...

Flag as irrelevant

See more results | Edit this alert

"patent troll"

NEWS

Supreme Court's Alice decision protected my small businesses from patent trolls

The Hill (blog)

To some, they have earned the moniker of "**patent troll**." For most companies facing litigation from patent trolls – in particular entrepreneurs, startups ...

Flag as irrelevant

Chinese Telco Giant Huawei Sues American Mobile Uncarrier T-Mobile

EconoTimes

This isn't to say that "Huawei" is being a **patent troll** with its move against "T-Mobile" since, by all accounts, it does have legs to stand on with regards to ...

Flag as irrelevant

AMERICAN OVERSIGHT

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"time machine"

NEWS

Saratoga **Time Machine** – the Year, 1982

Horse Racing Nation (blog)

The Saratoga **Time Machine** travels back to the 1982, a banner year at the Spa, when the stars on the racetrack included Copelan and future ...

Flag as irrelevant

'Dragon Ball Super' Episode 51: Black Goku's true identity to be revealed? New **time machine** ...

YIBADA English

Since the first **time machine** was destroyed by Black Goku, Future Trunks has to find other means to go back in time and defeat the him. Bulma comes ...

Flag as irrelevant

Backup Strategies for Mac OSX – Step-by-Step Template of My Current Backup Plan

Cloudwards

Carbon Copy Cloner is essentially **Time Machine** on steroids. You can create individual tasks for each back job. For example, files that you don't ...

Flag as irrelevant

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"invention"

NEWS

'Really good skills': Christian Heritage hosts Camp **Invention**

The Daily Citizen

AMERICAN OVERSIGHT

From left, Sophia Willey, 7, Parker Roberts, 7, Alex Childers, 6, and Kamryn Stancill, 8, make a treehouse at Camp **Invention**. (Matt Hamilton/The Daily ...

Flag as irrelevant

Camp **Invention** offers epic summer experience

Grosse Pointe News (subscription)

Camp **Invention**, held June 27 to July 1, at Brownell Middle School, offered a twist on this theme with Where Pigs Fly, a lab giving young scientists, ...

Flag as irrelevant

This **invention** is smaller than a fire-hose and could help save firefighters' lives

CNBC

When firefighters are battling flames on a roof, sometimes their entire bodyweight rests on the head of an axe. And when things go wrong, accidents ...

Flag as irrelevant

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mark cuban

NEWS

Mark Cuban's brother says Rajon Rondo will 'melt down' Bulls locker room

Yahoo News

Brian Cuban, the brother of Mavericks owner **Mark Cuban**, still holds ... Cuban's not alone with his thought process, but it is interesting to see him ...

Flag as irrelevant

Mark Cuban Humorously Welcomes Harrison Barnes To Dallas

ThePostGame

Mark Cuban posted a celebratory picture of Barnes and some front-office employees to his Twitter account while also taking the opportunity to poke ...

AMERICAN OVERSIGHT

Mavericks handcuff Harrison Barnes to prevent DeAndre Jordan repeat - The Mercury News
Mavericks handcuff Harrison Barnes to prevent DeAndre Jordan repeat - East Bay Times
Mavs add Barnes, with lighthearted poke at last year's drama - San Francisco Chronicle
Full Coverage
Flag as irrelevant

Mark Cuban's brother says Rajon Rondo will 'melt down' Bulls locker room
Yahoo Finance
So that's why Brian Cuban, brother of team owner **Mark Cuban**, tweeted, "Give Rondo about [three] months to melt down that locker room." Cuban's not ...
Flag as irrelevant

See more results | Edit this alert

nasa

NEWS

NASA's Juno poised to begin transmitting close-up views of Jupiter
11alive.com
PASADENA, Calif. — **NASA's** Juno spacecraft, now skimming the cloud tops of Jupiter, is poised to begin transmitting close-up views of the gas giant ...
Here's what **NASA** Juno will tell us about Jupiter and beyond - The Weather Network
Our Vast Solar System and Its Many Explorers - New York Times
See first pictures of Jupiter from **NASA's** Juno probe - euronews
Full Coverage
Flag as irrelevant

NASA will purposefully crash Juno to protect alien life
ScienceAlert
The US$1.1 billion Juno mission hit a huge milestone Monday night when it successfully entered Jupiter's orbit. But what will happen to it in February ...
NASA's Juno mission will deliver the punchline on a 400-year-old joke - The Verge
NASA Sent Jupiter's Jealous Wife to Check Up on Him and His Satellites - Gizmodo
NASA's Juno spacecraft will be destroyed to preserve 'alien life' - Yahoo Finance
Full Coverage
Flag as irrelevant

AMERICAN OVERSIGHT

New crew members, including **NASA** biologist, launch to space station

Hutchinson News

The Soyuz MS-01 spacecraft launches from the Baikonur Cosmodrome with Expedition 48-49 crewmembers Kate Rubins of **NASA**, Anatoly Ivanishin ...

NASA's Kate Rubins leaves Kazakhstan to make her first visit to International Space Station - Daily Mail

NASA's Kate Rubins is set to sequence DNA aboard the ISS - Engadget

Watch live: **NASA** coverage of Expedition 48 crew launch to International Space Station - MassLive.com

Full Coverage



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Send Feedback

AMERICAN OVERSIGHT

To: blog@worldpatentmarketing.com[blog@worldpatentmarketing.com]
From: WordPress
Sent: Wed 3/2/2016 6:34:26 PM
Subject: [World Patent Marketing Blog] Please moderate: "World Patent Marketing Board Member, Dr. Aileen Marty, Medical Patent Research Needed on Zika"

A new pingback on the post "World Patent Marketing Board Member, Dr. Aileen Marty, Medical Patent Research Needed on Zika" is waiting for your approval
/medical-patent-research/

Website: World Patent Marketing Welcomes Brian Mast to Distinguished Advisory Board - Press Release Rocket (IP: 45.56.73.168, pub-pod-40170)
URL: http://www.pressreleaserocket.net/world-patent-marketing-welcomes-brian-mast-to-distinguished-advisory-board/417093/
Pingback excerpt:
[…] political, legal, medical, academic and defense industries. He will work alongside members such as Dr. Aileen Marty, General Nitzan Nuriel, Professor Ronald Mallet, and former US Attorney Matthew Whitaker, among […]

Approve it: https://worldpatentmarketing.net/wp-admin/comment.php?action=approve&c=414
Trash it: https://worldpatentmarketing.net/wp-admin/comment.php?action=trash&c=414
Spam it: https://worldpatentmarketing.net/wp-admin/comment.php?action=spam&c=414
Currently 259 comments are waiting for approval. Please visit the moderation panel:
https://worldpatentmarketing.net/wp-admin/edit-comments.php?comment_status=moderated

AMERICAN OVERSIGHT

To: Esti P[esti@worldpatentmarketing.com]
Cc: janice lee[janice.lee@worldpatentmarketing.com]
From: (b)(6)
Sent: Wed 9/21/2016 6:22:27 PM
Subject: Re: page 4 phase 2 packet
WPM-Cert.pdf

Hi Este,
Here is the revised PDF.

Just to clear things. Once you are happy with the layout, I will replace page 4 with this one, right?

Regards,
(b)(6)

On Thu, Sep 22, 2016 at 1:48 AM, Esti P <esti@worldpatentmarketing.com> wrote:

This is exactly how I want it—can you please add 2 lines:

Inventor:_____

Invention:_____

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Wednesday, September 21, 2016 10:34 AM

To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

AMERICAN OVERSIGHT

Hi Esti,

So sorry I was not able to get back to you so soon.

Attached is a sample design of the certificate for page 4. Please let me know if this is the way how you want it.

Thanks and regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:44 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Page 4 with scott and all the ambassadors in a format we can convert into a certificate.

The page is titled "certificate of endorsement"

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

esti@worldpatentmarketing.com

From (b)(6) @gmail.com]
Sent: Thursday, September 15, 2016 3:29 PM

To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti.

AMERICAN OVERSIGHT

Yes it is blank. I thought you'll be the one to put the text on it. Sorry for the confusion. Anyway, what text do you want me to put in it?

Regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:10 AM, Esti P <esti@worldpatentmarketing.com> wrote:

H(b)(6)

It is showing up blank for me—all it says is invention at the top. Please advise.

Thank you,

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6) @gmail.com]
Sent: Thursday, September 15, 2016 1:21 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Here is a certificate version of the page but it is in MS Word format, so people can easily put or replace new text on it.

AMERICAN OVERSIGHT

Let me know what you think.

Regards,

(b)(6)

On Thu, Sep 15, 2016 at 6:40 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Hi (b)(6)

Can you send us page 4 edited to look like an actual certificate that has the header and footer removed, as well as the background.

Put in a line that says "Inventor: " " Invention:"

Both should have editable lines next to them so the marketing department can fill in the blank.

Thanks,

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

esti@worldpatentmarketing.com

AMERICAN OVERSIGHT

Certificate of Endorsement



SCOTT J. COOPER

CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

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Central African Republic. Leader of KITE Political Party. Winner of Voice Achievers Award. Revolution of Happiness.



DEPUTY COMMISIONER

RICHARD SULAKA, JR.

Macomb County Deputy Commissioner of Public Works. Honored by City of Warren as Volunteer and Mentor of the Year.



PROFESSOR OF PHYSICS

RONALD MALLETT

Ronald Mallet is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



DA VINCI ROBOTICS SURGEON

CHRISTOPHER SEAVER

Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY DEMOCRATS

OMAR RIVERO

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

ERIC CREIZMAN

Founding member of Creizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

Inventor: _____

Invention: _____

AMERICAN OVERSIGHT

To: esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]
From: LiveChat
Sent: Tue 12/6/2016 4:56:16 PM
Subject: Transcript of 06 Dec 2016 16:16:36. Operator: Barbara. Visitor: Visitor

Chat transcript

Barbara

Hello. How may I help you?

Visitor

maybe i should consult the former us attorney matt about the legal issue with my payee because I am sure he would give me a lot of good information

Barbara

All right.

Visitor

if i could control back over all my va noney i would have plenty to invest in patent lawyers for my inventions and other business ideas but i am sure I will win as I am studying law and it seems like my lawyers are not doing enough to expedite my case so since there is more than one person effected it wold be a federal mass tort claim or joinder lawsuit against the va, my federal payee, va fied examiners, the milwaukee hub and other parties of interest.

(b)(6)

Barbara

Thanks for the info.
You may discuss this with the Project Manager when he contacts you.

Visitor

BrewerProductionsLLCCompanyBrochureandWebsiteletterhead1.pdf

(b)(6)

AMERICAN OVERSIGHT

Barbara

Thank you.

Visitor

(b) (6)

(b)(6)

Barbara

Thanks.

Visitor

(b)(6)

(b)(6)

Barbara

You may discuss this with the Project Manager when he contacts you.

Visitor

(b) (6)

(b)(6)

(b) (6)

Barbara

Okay.

Visitor

so this goes to the former us attorney matthew whitaker as I do not think my current lawyers are not doing enough or helping me as I am doing as aal the work of wrting as I am writing all the letters of disagreement and everything else so my laywers are waiting on the doctors note and a written statement that I can ontrol my financial affairs as well as being misdianosed a

Barbara

AMERICAN OVERSIGHT

All right.

Visitor

i believe this would get my va money back and i could do this rather quickly then would go to former us attorneyh matt whitaker

Barbara

I understand.

Visitor

So i would not only have a federal payee federal mass tort claim against the va and other appeals as well I would need to fire my lawyers first and then seek council on a civil lawyer who has a judgment won against the va

Barbara

All right.

Visitor

Once I get back control over all my finances then the next step is to gain control over my finances and do automatically anyway.
I have control over everything except my va retirement disablity pension money which is at least six figures or more.

Barbara

Okay.

Visitor

(b)(6)

Visitor closed the chat.

Duration: 39m 40s

AMERICAN OVERSIGHT

Chat started on: https://worldpatentmarketing.com/invention-team/
Referrer: https://us.search.yahoo.com/
Visitor geolocation: Kansas City, Missouri, United States / 99.198.175.117



AMERICAN OVERSIGHT

To: Scott Cooper[scott@worldpatentmarketing.com]; esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]
From: Dicapa
Sent: Wed 9/7/2016 2:53:21 PM
Subject: Advisory Board Schedule
Advisory Board Schedule.pdf
Untitled attachment 00382.txt

https://docs.google.com/spreadsheets/d/1NlnlcW2Zl8s8l5ErLktCf5zj9BrEgtXf39Yjy3CgYNg

AMERICAN OVERSIGHT

Name	Date Paid	Amount	
Moti Horenstein	**05/04/16**	**2,500.00**	
	08/04/16	2,500.00	
	11/4/16	2,500.00	
Nitzan Nuriel	**12/07/15**	**2,500.00**	
	02/25/16	2,500.00	
	05/27/16	2,500.00	
	8/27/16	2,500.00	
	11/27/16	2,500.00	
Matthew Whitaker	**10/17/14**	**1,875.00**	
	01/12/15	1,875.00	
	03/30/15	1,875.00	
	08/21/15	1,875.00	
	02/25/16	1,875.00	
	5/25/16	1,875.00	
	8/25/16	1,875.00	
	11/25/16	1,875.00	
Aileen Marty	9/15/15	5,000.00	*Can't find any payments
	3/15/16	5,000.00	
	9/15/16	5,000.00	
Dell Dailey	4/8/16	5,000.00	
	10/8/16	5,000.00	
Anthony Velazque	9/1/16	2,500.00	
	12/1/16	2,500.00	
Ronald Mallett	**11/09/15**	**5,000.00**	
	5/9/16	5,000.00	

AMERICAN OVERSIGHT

Advisory Board				
Name	**Quarterly amount**	**Monthly**		
Moti Horenstein	2500	833.33		
Gen'l Nitzan Nuriel	2500	833.33		
Matt Whitaker	1875	625.00		
Dr A Marty	2500	833.33		
Dell Dailey	2500	833.33		
Anthony Velazquez	2500	833.33	* start 09/2016	
		4,791.65		

		2016		
	1Q16	**2Q16**	**3Q16**	**4Q16**
Moti Horenstein		X	X	
Gen'l Nitzan Nuriel	X	X		
Matt Whitaker	X			
Dr A Marty				
Dell Dailey				
Anthony Velazquez				

AMERICAN OVERSIGHT

To: "scott cooper"
From: "scott cooper"
Sent: Thur 1/22/2015 1:20:57 PM
CCE01222015.pdf

AMERICAN OVERSIGHT

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com
ï¿½
Connect with me on:

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-----Original Message-----
From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:17 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

-----Original Message-----
From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 2, 2014 11:07 AM
To: scott
Subject: FW: world patent marketing

Fyi, I don't plan to respond, unless you want me to. MW

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346

AMERICAN OVERSIGHT

Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com
ï¿½
Connect with me on:

This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments. IRS Circular 230 Disclosure: To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. federal tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing, or recommending to another party any transaction or matter addressed herein.

-----Original Message-----
From: (b) (6) com]
Sent: Tuesday, December 02, 2014 9:35 AM
To: Matthew Whitaker
Subject: world patent marketing

Hi Mr. whitaker
I'm working with 'WORLD PATENT MARKETING' , I submitted my product to them for patent about 2 mounth ago. I want to know do yo Accridited their business and you cooperate with them ?

http://finance.yahoo.com/news/former-republican-candidate-united-states-17 3400896.html

Best regardes
(b) (6)

AMERICAN OVERSIGHT

To: "scott"
From: PR Video Support
Sent: Tue 12/2/2014 7:35:40 PM
Subject: Re: Video Project ID #782 [#593115]
Matthew Whitaker Script.doc

-- reply above this line --

Dear Industries,

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. - Aaron

---

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] ----------

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It also offers free evaluation services and consultation for patents. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit world patent marketing dot com.

We hope this response has sufficiently answered your questions. If not, ***please do not send another email.***
Instead, login to your account for a complete archive of all your support requests and responses.

Your PR Video Team.

AMERICAN OVERSIGHT

We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, login to your account for a complete archive of all your support requests and responses.

AMERICAN OVERSIGHT

To: "scott"
Cc: Charlie DeNatale[charlie@loboads.com]
From: Russ Petrocine
Sent: Wed 11/26/2014 7:39:51 PM
Subject: FW: World Patent Marketing TV and Print Concepts
#1WorldPatentTVscript12.14.doc
#2WorldPatentTVscript12.14.doc
#3WorldPatentTVscript.12.14.doc
15-SECWorldPatentTVscriptS.12.14.doc.docx
WORLD PATENT MARKG..pdf

Scott,

Good afternoon. Attached are 3 scripts and outlines for 60 second DR spots, 15 second scripts and print concepts.

We tried to make the spots interesting- but relatively simple to shoot.

We used Matt as the spokesperson but then added a voiceover to make the offer. We don't want Matt being a "shill" rather he should be a knowledgeable, trusting presence.

Please review and let me know when on Monday you would like to discuss. I am free pretty much the entire day.

Have a nice Thanksgiving.

LoBo & Petrocine
MARKETING COMMUNICATIONS
Russ Petrocine | President
631.421.3142 Ext. 129

AMERICAN OVERSIGHT

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Google Alerts
Sent: Mon 3/6/2017 1:06:51 AM
Subject: Google Alert - Daily Digest

"time travel"

NEWS

Time travel is all the rage in 'Time After Time' and 'Making History'
Los Angeles Times
Time, the final frontier! There has been a lot of traveling in it, monkeying with it on television of late: "Timeless," "Legends of Tomorrow," "Frequency," ...
Scott D. Pierce: It's a tale of 2 new **time-travel** shows - Salt Lake Tribune
How ABC's ambitious new **time-travel** show 'Time After Time' blows up our idea of technology - Business Insider
TIME AFTER TIME Doesn't Travel to Quite the Right Place (Review) - Nerdist
Full Coverage
Flag as irrelevant

Review: 'Making History' and 'Time After Time' continue TV's **time-travel** fixation
USA TODAY
Sunday, the pace picks up with two new **time-travel** adventures on the same night. ABC offers Time After Time (9 ET/PT, ** ½ out of four), a series ...
Time travel times two in 'Time After Time,' 'Making History' - CNN
'Making History' Boss Previews a More Personal, "Everyman" Take on **Time Travel** - Hollywood Reporter
TV Tidbits: **Time travel** times two on tonight's TV lineup - Greensboro News & Record
Full Coverage
Flag as irrelevant

Young hearts be free tonight, **time travel** is on your side
A.V. Club
Making History (Fox, 8:30 p.m.): As our own Gwen Ihnat observed last week, **time travel** is seemingly everywhere on TV these days, skipping around in ...
Flag as irrelevant

See more results | Edit this alert

"patent"

NEWS

IBM's latest **patent**: an idea you probably used last summer
The Times (subscription)
In US law, a **patent** is supposed to protect a "new, useful and non-obvious" process or invention. So you would expect groundbreaking things from IBM ...
Flag as irrelevant

Sprint's long VoIP **patent** war leads to $140M verdict against Time Warner
Ars Technica
Sprint has been filing **patent** lawsuits over VoIP for more than a decade now, and the company may have just scored its biggest payout yet. On Friday ...
Flag as irrelevant

AMERICAN OVERSIGHT



HC seeks reason for denial of prostrate cancer drug **patent**

India.com

New Delhi, Mar 5 (PTI) The Delhi High Court has asked the Centre to explain on what basis the Indian **patent** office has rejected the application by the ...


Flag as irrelevant

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"Scott Cooper"

WEB

Scott Cooper

RESAAS

Scott Cooper's professional profile on RESAAS, the social network for real estate professionals. Includes listings, posts, questions & answers and ...


Flag as irrelevant

Notifications

RESAAS

Scott Cooper changed their profile picture on @RESAAS. See www.resaas.com/scottcooper.


Flag as irrelevant

See more results | Edit this alert

"uspto"

NEWS

Chemistry & Nanotechnology Developments to Watch in 2017

JD Supra (press release)

If the standard of deference changes, this could reshape post-grant proceeding decisions made by the U.S. Patent & Trademark Office (**USPTO**).


Flag as irrelevant

US Patents Awarded to Inventors in Missouri (March 4)

Targeted News Service (subscription)

The patent application was filed on March 31, 2011 (13/076,968). The full-text of the patent can be found at http://patft.**uspto**.gov/netacgi/nph-Parser?


Flag as irrelevant

See more results | Edit this alert

"matthew whitaker"

WEB

AMERICAN OVERSIGHT

Matthew Whitaker

Piccadilly Records

The Man With the Anvil Hat is the debut solo album from singer-songwriter **Matthew Whitaker**. Matthew has been a

prominent member of the ...
Flag as irrelevant

See more results | Edit this alert

"intellectual property"

NEWS

Australia: The potential impacts of the Productivity Commission's Inquiry Report into **Intellectual** ...
Mondaq News Alerts (registration)
The Inquiry Report into **Intellectual Property** Arrangements recently published by the Productivity Commission (Report) argues that, in light of this ...
Flag as irrelevant

HBO LA should seek legal means to settle **intellectual property** rights violation– Woolford
Stabroek News
Advocate for broadcasting rights Enrico Woolford has challenged Home Box Office Latin America (HBO LA) to further explain why it has chosen to hold ...
Flag as irrelevant

Allison Kerndt joins Nyemaster Goode as Shareholder
IPWatchdog.com
Nyemaster Goode, P.C. is pleased to announce that Allison Kerndt has joined the firm as a shareholder in its rapidly growing **Intellectual Property** ...
Flag as irrelevant

See more results | Edit this alert

"shark tank"

NEWS

'**Shark Tank**': Behold The Latest And Greatest Craze For Getting Around Town
Forbes
Sales are expected to rocket 15 fold this year thanks in part to an appearance on ABC's hit business reality show **Shark Tank** the past December.
Flag as irrelevant

Major Brands, Celebrities Jump On ISlide After '**Shark Tank**' Gave It The Boot
Forbes
ISlide got plugs on the Ellen DeGeneres Show, the Chelsea Handler Show and ABC's hit business reality show **Shark Tank**. The company projects ...
Flag as irrelevant

Ag **Shark Tank** Joins Memphis Farm & Gin Show
Memphis Daily News
Pete Nelson of AgLaunch says it's not really like the popular "**Shark Tank**" television show. Deals aren't made at the Farm & Gin Show on the spot.
Flag as irrelevant

AMERICAN OVERSIGHT

See more results | Edit this alert

graphene

NEWS

Volt Resources shares rise on US **graphene** off-take contract win
Proactive Investors Australia

Volt Resources (ASX:VRC) has signed a binding off-take agreement to supply 5,000 tonnes of flake graphite concentrate to U.S.-based Nano ...

Flag as irrelevant

New technique may lead to faster, efficient computers
India.com

While the **graphene** oxide flakes are two-dimensional – consisting of length and width only – the research team used a new sophisticated light-based ...

UK Researchers Develop New Cutting Edge 3-D Microchip for Faster, Future Computing - Microfinance Monitor

Full Coverage

Flag as irrelevant

WEB

Graphene: A new material for electronics, Part 2
Planet Analog

The first part of this blog series, **Graphene**: A new material for electronics, Part 1, describes the properties of the **graphene** material as a new substrate ...

Flag as irrelevant

See more results | Edit this alert

new products

NEWS

New products: Shofu launches bur holder, CAD/CAM composite
DrBicuspid.com

March 5, 2017 -- Materials and equipment company Shofu Dental has launched **new products**, including a bur holder and proprietary hybrid ceramic ...

Flag as irrelevant

Inland Cellular to offer **new products**, consolidate offices in North Lewiston
Lewiston Morning Tribune (subscription)

The company is introducing the **new products** as it moves four of its back-office operations in north central Idaho and southeastern Washington, said ...

Flag as irrelevant

New coal company has big plans, will still face market challenges
Casper Star-Tribune Online

Wyoming has spent millions in developing carbon capture, which would both reduce emissions and create a **new product** to sell: carbon dioxide.

Flag as irrelevant

AMERICAN OVERSIGHT

See more results | Edit this alert

"sasquatch"

NEWS

Monster hunter reveals terrifying British 'Bigfoot' encounter
Daily Star
... that what he saw was something paranormal, but he believes that whatever he saw might also be what others see when they spot a **Sasquatch**.
Flag as irrelevant

See more results | Edit this alert

"bigfoot"

NEWS

Monster hunter reveals terrifying British '**Bigfoot**' encounter
Daily Star
Bigfoot is the name given to a mythological simian, ape, or hominid-like creature that is said to inhabit forests. Explore sightings of the mythological ...
Flag as irrelevant

Bigfoot Movies and **Bigfoot** Decal Specials At The **Bigfoot** Products Store
MENAFN.COM
Redwood City, California, United States - **Bigfoot** Project Investments (Stock symbol: BGFT) announces new **Bigfoot** products from the Official **Bigfoot** ...
Flag as irrelevant

WEB

Killing **Bigfoot** Season 1 Episo
No Film School
Killing **Bigfoot** Season 1 Episode 5 Online !Likevid,Killing **Bigfoot** Season 1 Episode 5 Online Recap. follow the link below : http://bit.ly/2lJwjD9.
Flag as irrelevant

See more results | Edit this alert

"time machine"

NEWS

Making History has a great cast and a duffel bag **time machine**. So why isn't it funny?
Vox
Its cast includes funny actors both well-known (Adam Pally of Happy Endings! Leighton Meester of Gossip Girl!) and largely unknown (Yassir Lester).
TV Tidbits: Time travel times two on tonight's TV lineup - Winston-Salem Journal
Making History: 10 things to expect from Adam Pally's time-travel comedy - EW.com (blog)
Full Coverage

AMERICAN OVERSIGHT

Flag as irrelevant

Freddie Stroma Reveals 9 Ways Time After Time Expands on The **Time Machine**

Rotten Tomatoes

The twist is that Time After Time makes H.G. Wells the main character, as the author of The **Time Machine** travels to the present day to stop Jack the ...

What Happened To Jack The Ripper? 'Time After Time' Offers An Interesting Theory About The ... - Bustle

'Time After Time' Premiere Time & Channel - Heavy.com

What Happened To Jack The Ripper? 'Time After Time' Gives Him A Backstory - Romper

Full Coverage

Flag as irrelevant

What's on TV Sunday: 'Feud: Bette and Joan' and Two New Time-Traveling Shows

New York Times

In this first of two time-traveling series debuting on the same night, Adam Pally plays a schlub who takes a **time machine** back to the 1770s, when he ...

Flag as irrelevant

See more results | Edit this alert

"invention"

NEWS

Blair Aide: Reported Pitch for Trump Mid-East Envoy Job 'An **Invention**'

Breitbart News

London (AFP) – Tony Blair has had no discussions about working for US President Donald Trump, his spokesman said Sunday after reports that the ...

Blair's Trump envoy pitch an '**invention**' - Sky News Australia

Tony Blair calls report of a possible Trump role '**invention**' - Europe Online Magazine

Full Coverage

Flag as irrelevant

Minister Dlamini: Sassa crisis? That's a media **invention**

Mail & Guardian

Social development minister Bathabile Dlamini on Sunday refused to answer any questions about how government grants will be paid out from April, ...

Flag as irrelevant

WEB

The **Invention** of Wings--A Novel by Sue Monk Kidd

Monmouth County Library - OverDrive

The **Invention** of Wings: by Sue Monk Kidd | Conversation Starters A Brief Look Inside: The **Invention** of Wings, written by bestselling author Sue Monk ...

Flag as irrelevant

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mark cuban

NEWS

AMERICAN OVERSIGHT

Mark Cuban Won't Rule Out 2020 Presidential Run Against Donald Trump
Complex
Mark Cuban has been one of Trump's most vocal opponents, and many would love nothing more than for him to go head-to-head with the Donald in ...
Flag as irrelevant

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world patent ratings

NEWS

World Patent Marketing Invention Team Announces The Hard Case Saddle Bag, A Musical ...
Press Release Rocket
World Patent Marketing **Reviews** A New Musical Accessory Invention. Will The Hard Case Saddle Bag Be the Next **World Patent** Marketing Low Cost ...
Flag as irrelevant

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nasa

NEWS

NASA prevents probe's collision with Martian moon Phobos
Engadget
NASA's MAVEN spacecraft and Phobos would have arrived at an intersection in their orbits within seven seconds of each other on March 6th. Phobos ...
NASA almost had a huge disaster - BABW News
Collision avoided by **NASA** on Mars - The TechNews
NASA prevents collision of MAVEN Mars Orbiter and Phobos - Blasting News
Full Coverage
Flag as irrelevant

It's time for **NASA's** annual spinoff parade
Fredericksburg.com
If you use technology, chances are some of it came from **NASA**. These technology transfers from **NASA** to the public are known as spinoffs and are ...
Flag as irrelevant

NASA to announce 'discovery beyond our solar system'
WPXI Pittsburgh
The announcement that **NASA** would share findings on a "discovery beyond our solar system" came Monday. The vague nature of the tease prompted ...
Flag as irrelevant

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View all your alerts
Send Feedback
AMERICAN OVERSIGHT

A massive tsunami is about to rock the global stock markets. (Ad)

What if I told you the Dow could reach 31,000 by this time next year? The bad news is we're going on a roller co there. Free video reveals exactly WHAT will happen in the market ... and HOW to take full advantage of it. Inves advice could be caught in a cataclysmic crash.

Watch it now.

You Might Like (Ads)



More Info: U.S. Analyst Ratings, Canadian Analyst Ratings, U.K. Analyst Ratings, Conference Calls, Dividends, Insider Trades, IPOs, Short Interest & Stock Splits

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1401 S. Discovery Ave., Sioux Falls, SD 57106. United States.

AMERICAN OVERSIGHT

To: scott[scott@worldpatentmarketing.com]
From: Andrew Levi
Sent: Fri 11/4/2016 2:19:52 AM
Subject: Motion to strike
Motion To Strike.pdf
ATT00001.txt

AMERICAN OVERSIGHT

IN THE CIRCUIT COURT OF THE
11th JUDICIAL CIRCUIT IN AND FOR
MIAMI-DADE COUNTY, FLORIDA

PATENT SERVICES USA, INC.,
a Florida Corporation,

Plaintiff,

v.

JUAN RIVERA, individually, and
DESA INDUSTRIES, INC. d/b/a
WORLD PATENT MARKETING, and
WORLD PATENT MARKETING, INC.

Defendants.
_____/

CASE NO. 14-015748 CA 01

PLAINTIFF'S EMERGENCY MOTION TO STRIKE SCOTT COOPER'S DECLARATION AS INADMISSIBLE EVIDENCE, TO PRECLUDE SCOTT COOPER FROM TESTIFYING, AND FOR SANCTIONS

The Plaintiff, Patent Services USA, Inc. ("Plaintiff"), by and through its undersigned counsel, on an emergency basis, hereby moves to strike the Declaration of Scott Cooper as inadmissible evidence, to strike the Declaration and preclude Scott Cooper from testifying, and for sanctions against Defendant Desa Industries, Inc. ("DESA") and World Patent Marketing, Inc. ("WPM") (collectively the, "Defendants"). In support thereof, Plaintiff states as follows:

1. On October 25, 2016, Defendants filed their Emergency Motion to Dissolve the Preliminary Injunction Order Entered on October 17, 2016 Based on Newly Discovered Evidence ("Motion to Dissolve"). As briefed in Plaintiff's Response and Request to Deny without hearing, Defendants' Motion to Dissolve is frivolous and without legal justification.

2. In support of their Motion to Dissolve, Defendants submit an irrelevant hearsay "declaration" from their CEO Scott Cooper, titled "the Declaration of Scott Cooper In Support of Defendants DESA Industries, Inc. and World Patent Marketing, Inc.'s Emergency Motion to

Pollack, Pollack & Kogan, LLC
Courthouse Tower ∞ 44 West Flagler Street ∞ Suite 2050 ∞ Miami, Florida 33130 ∞ Tel. (305) 373-9676 ∞ Fax (305) 373-9679
www.MiamiBusinessLitigation.com
AMERICAN OVERSIGHT
FTC-18-0836-B-000749

Dissolve Injunction" (hereinafter, "COOPER'S DECLARATION"). A copy of COOPER'S DECLARATION is attached hereto as **Exhibit "A"**. COOPER'S DECLARATION states the basis for Cooper's declarations are made "upon **facts personally known** to me and on the **business records** of Desa and WPM."

3. Defendants' Motion to Dissolve cites to COOPER'S DECLARATION multiple times to support the supposed "newly discovered" evidence they claim justifies dissolution of this Court's temporary injunction entered October 17, 2016.

4. Not only is the frivolous declaration inadmissible hearsay, but the declaration has, on its face, no basis in law because COOPER'S DECLARATION neither states the basis for his personal knowledge of the underlying statements, nor does the declaration include any records to support a "business records" exception to Florida's Hearsay Rule.

5. For these reasons, Plaintiff objects to the admissibility of COOPER'S DECLARATION. Since the Defendants have filed this frivolous declaration in support of their (frivolous) Emergency Motion to Dissolve, Plaintiff is forced to move on an emergency basis to strike COOPER'S DECLARATION as inadmissible evidence, and requests that this Court sanction the Defendants for their frivolous filing.

6. Additionally, this Court should strike Scott Cooper's Declaration and not permit Mr. Cooper to testify at the hearing on Defendants' motion to dissolve as sanctions for Mr. Cooper's contumacious disregard of this Court's order compelling Mr. Cooper to appear at the hearing on Plaintiff's Motion for Temporary Injunctive Relief. Cooper, the CEO of DESA, was ordered to attend the injunction hearing, but intentionally refused to appear; he should not be permitted to retroactively testify regarding the injunction. Plaintiff hereby incorporates the factual allegations in its Motion for Order Setting Rule to Show Cause Why Scott Cooper Should

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Not Be Held in Indirect Criminal Contempt of the Court for failing to appear at the evidentiary hearing pursuant to the subpoena and court order into the instant Motion to Strike.

MEMORANDUM OF LAW

I. COOPER'S DECLARATION SHOULD BE STRICKEN AS INADMISSIBLE EVIDENCE BECAUSE IT IS HEARSAY AND NOT BASED UPON PERSONAL KNOWLEDGE.

As a threshold matter, the Florida Evidence Code defines hearsay as "a statement, other than one made by the declarant while testifying at the trial or hearing, offered in evidence to prove the truth of the matter asserted." Fla. Stat. § 90.801(1)(c) (2016). Under the Florida Evidence Code, a party may move to strike an affidavit or object to its admissibility and consideration. Fla. Stat. § 90.104; *see O'Quinn v. Seibels, Bruce & Co.*, 447 So. 2d 369, 370 n.2 (Fla. 1st DCA 1984); *Holt v. Calchas, LLC*, 155 So. 3d 499, 507 (Fla. 4th DCA 2015) (holding trial court erred by not sustaining hearsay objection as affidavits were offered to prove the truth of the matter asserted); *Kormondy v. State*, 154 So. 3d 341, 352 (Fla. 2015), *cert. denied,* 135 S. Ct. 1038 (2015) (finding newly discovered evidence contained in affidavit for purposes of vacating judgment constituted inadmissible hearsay); *Planned Parenthood of Greater Orlando v. MMB Properties*, 171 So. 3d 125, 128 (Fla. 5th DCA 2015), *review granted sub nom. Planned Parenthood of Greater Orlando, Inc. v. MMB Properties*, No. SC15-1655, 2015 WL 6866290 (Fla. 2015) (**finding that the enjoined party who timely appealed the trial court's preliminary injunction order could not rely on an affidavit submitted after the court entered the injunction for purposes of challenging the injunction**).

A trial court may strike an affidavit for failing to lay the predicate to show what personal knowledge the affiant held to justify his statements. *See Wambles v. Amrep Se., Inc.*, 568 So. 2d 125, 126 (Fla. 5th DCA 1990); *Enterprise Leading Co. v. Demartino*, 15 So. 3d 711, 714 (Fla. 2d

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DCA 2009). In addition, a corporate officer's affidavit which merely states conclusions or opinion is not sufficient, even if it the affidavit states it is based on personal knowledge. *Nour v. All State Supply Co.*, 487 So. 2d 1204, 1205 (Fla. 1st DCA 1986) ("All State's motion for summary judgment was accompanied by an affidavit which in legal effect amounts to nothing more than a statement by an officer of the company that the allegations of the complaint are true. The addition of the phrase that the affiant is "personally knowledgeable" with respect to the allegations of the complaint adds nothing, since it is not a statement of fact, but is itself a mere conclusion or opinion of the affiant."); *Hoyt v. St. Lucie Ctny, Bd. Of Ctny Comm'rs*, 705 So. 2d 119 (Fla. 4th DCA 1998).

There is ample precedent in this jurisdiction for striking affidavits in full when the affidavit is not based upon the affiant's personal knowledge. For example, in *Alvarez v. Florida Insurance Guaranty Association*, the Third District Court of Appeal noted that "the purpose of the personal knowledge requirement is to prevent the trial court from relying on hearsay" while "ensur[ing] that there is an admissible evidentiary basis for the case rather than mere susposition or belief." 661 So. 2d 1230, 1232 (Fla. 3d DCA 1995); *accord Capello v. Flea Market U.S.A., Inc.*, 625 So. 2d 474 (Fla. 3d DCA 1993) (affirming lower court's judgment as affidavit in opposition to summary judgment was not based on personal knowledge and therefore contained inadmissible hearsay evidence).

In the instant case, the entire declaration is hearsay evidence and should be stricken. *See* Fla. Stat. § 90.801(1)(c). Furthermore, this Court should strike the declaration because COOPER has no personal knowledge of the facts stated therein. As the CEO of DESA, whose relationship to Rivera is not even identified therein, COOPER provides no basis to support his claim of personally knowing the underlying statements regarding Rivera allegedly not signing the Patent

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Services USA, Inc. employment agreement. *See* Ex. A, at ¶¶ 4, 6. Nor does COOPER explain his personal knowledge as to conclusions made by Norwich Document Laboratory. *Id.* at ¶¶ 5-6. Obviously COOPER is no expert, and the Defendants refused to call Norwich for the injunction hearing. Furthermore, COOPER fails to explain the basis of his personal knowledge to impudently assert that Myra Gonzalez was "forced, under duress, by Mohammed Assaf, a/k/a George Montana a/k/a Rick Blake, to execute false statements" in an affidavit.[1] Ex. A, at ¶ 13.

Since COOPER states no facts to support his personal knowledge of the underlying transactions regarding Rivera and the employment agreement, and Myra Gonzalez supposedly being forced to execute false statements, any statements COOPER provides with reference to these transactions are, by their very nature, hearsay. COOPER is averring to statements made by someone other than himself as proof of the matter asserted (that Rivera never signed the employment agreement, that Norwich Document Laboratory concluded the signature was forged, that Myra Gonzalez was forced to execute false statements, all allegations that were available to the Defendants to assert and prove at the temporary injunction hearing).

While COOPER'S DECLARATION states that Cooper's declaration may also be based on "business records of Desa and WPM," the statements should nonetheless be inadmissible. The declaration fails to attach a single memoranda, report, data compilation, etc. to support a business record and exception to the hearsay rule.

II. IF THE COURT GRANTS HEARING ON DEFENDANTS' MOTION TO DISSOLVE, THIS COURT SHOULD ENTER SANCTIONS IN THE FORM OF PRECLUDING DESA FROM RELYING UPON COOPER'S DECLARATION AND PRELUDING COOPER FROM TESTIFYING, DUE TO COOPER'S VIOLATION OF THIS COURT'S ORDER TO APPEAR AT THE INJUNCTION HEARING.

[1] An affidavit that was neither proffered nor entered as evidence for the Court's consideration at the evidentiary hearing.

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Courts will impose severe of sanctions in cases where a party demonstrates a deliberate and contumacious disregard of the court's authority, bad faith, willful disregard or gross indifference to an order of the court, and/or conduct which evinces deliberate callousness. *See Mercer v. Raine*, 443 So. 2d 944, 946 (Fla. 1983) (affirming lower court's decisions to strike the defendant's answer and order the defendant to pay the plaintiff's costs and fees occasioned by the defendant's refusal to comply with the court's order requiring defendant to respond to outstanding discovery within twenty days).

Although a trial court may impose a "broad spectrum of sanctions" for failure to obey a court order, "the sanction chosen must be commensurate with the offense." *Kamhi v. Waterview Towers Condo. Ass'n*, 793 So. 2d 1033, 1036 (Fla. 4th DCA 2001). A trial court may bar a party from presenting evidence and testimony where the movant shows a party's willful failure to comply with court order or extensive prejudice to the movant. *See id.* (*citing Raine*, 443 So. 2d at 946); *see also Scott v. Reflections of Sebastian, LLC*, 133 So. 3d 1046, 1048 (Fla. 4th DCA 2014). For example, the Fourth District in *Scott v. Reflections of Sebastian* opined that precluding a plaintiff from testifying requires the trial court to find willfulness or bad faith. *Scott*, 133 So.3d at 1048.

In the instant case, to the extent this Court decides to hold an evidentiary hearing on Defendants' Motion to Dissolve, this Court should sanction DESA by precluding COOPER's testimony based on COOPER's bad faith in violations of this Court's orders. As required by the *Scott* court, here, the record indicates multiple examples of bad faith that support precluding DESA from presenting COOPER from testifying, including: (1) on August 23rd, 2016, the Court sanctioned DESA due to COOPER's bad faith conduct during his December 2015 deposition where he *inter alia* obstructed the deposition with more than 130 responses of "I don't

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remember" or variation thereof; (2) on August 24th, 2016, Cooper willfully ignored the Subpoena to Appear and Testify at Evidentiary Hearing, *see* Ex. D, and (3) willfully disobeyed the Court's order to appear at the temporary injunction hearing. Plaintiff currently has a pending Motion to Show Cause as to Why Cooper Should not be Held in Indirect Criminal Contempt of Court, and the detailed factual allegations of Mr. Cooper's behavior are incorporated into this Motion.

Precluding COOPER's testimony is commensurate with the offense, seeing as COOPER demonstrates gross indifference towards this Court's orders. COOPER has shown a pattern of disregard for the legal process and the court's authority; thus, DESA should be punished by forfeiting COOPER's opportunity to testify. It is within this Court's discretion to enter such sanctions against COOPER. Finally, it would be inequitable to allow DESA to continue to waste this Court's resources by permitting COOPER proffer testimony without regard for this Court's orders, judicial economy, and the fees expended by Plaintiff.

Thus, should this Court hold an evidentiary hearing on Defendants' Motion to Dissolve, the Court should bar COOPER from live testimony, and limit admissible COOPER testimony to sworn testimony from his December 12, 2015 deposition.

III. THIS COURT SHOULD SANCTION DESA FOR FRIVOLOUSLY FILING SCOTT COOPER'S DECLARATION.

Florida's civil procedure rules provide relief when a party files a bad faith affidavit (in the context of a motion for summary judgment), stating in pertinent part, where "it appears to the satisfaction of the court . . . that any of the affidavits . . . are presented in bad faith or solely for the purpose of delay, the court shall forthwith order the party employing them to pay to the other party the amount of the reasonable expenses which the filing of the affidavits caused the other party to incur, including reasonable attorneys' fees, and any offending party or attorney may be adjudged guilty of contempt." Fla. Civ. R. P. 1.510. Nevertheless, under the "inequitable

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conduct doctrine," this Court holds the inherent power to sanction a party's inequitable and bad faith conduct even when no rule of procedure or statute applies. *Bitterman v. Bitterman*, 714 So. 2d 356 (Fla. 1998). "The inequitable conduct doctrine permits the award of attorney's fees where one party has exhibited egregious conduct or acted in bad faith . . . This Court and other courts in this state have recognized that attorney's fees can be awarded in situations where one party has acted vexatiously or in bad faith." *Id.*

In the instant matter, the undersigned has expended considerable time responding to the Defendants' Motion to Dissolve, which proffers COOPER'S DECLARATION in support thereof. The declaration lacks any evidentiary value and has no basis in law. This Court should see through the declaration of a witness who refused to appear at the evidentiary hearing and has been sanctioned for his purposefully evasive deposition testimony as further indicia of bad faith and a modus operandi to present frivolous, inadmissible, and misleading papers to the Court, which make an award of attorneys' fees pursuant to this Court's inherent authority an appropriate sanction.

WHEREFORE, because COOPER'S DECLARATION is not based upon personal knowledge, the Affidavit is inadmissible hearsay to which no hearsay exception applies, this Court should strike the declaration and award Plaintiff its attorneys' fees and costs in connection with Defendants' frivolous filing. Further, and as additional and alternative grounds, this Court should strike COOPER'S DECLARATION and preclude him from testifying as sanctions for violations of this Court's Orders, and award Plaintiff its attorney's fees and costs and any other relief it deems just and proper.

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a true and correct copy of the foregoing Emergency Motion to Strike was sent via email to Egozi & Bennett, P.A., *Counsel for Defendants Desa Industries, Inc. d/b/a World Patent Marketing, and World Patent Marketing, Inc.*, Bernard L. Egozi, Esq. and Isaac S. Lew, Esq. at begozi@egozilaw.com and ilew@egozilaw.com; to Lehr, Levi & Mendez, P.A., Bruce H. Lehr, Esq. and Andrew K. Levi, Esq. at blehr@llmlawfirm.com and alevi@llmlawfirm.com; and was sent to via US Mail to Defendant Juan Rivera, *pro se*, via email to mcgroupjohn@aol.com, on this 3rd day of November, 2016.

Respectfully submitted,

POLLACK, POLLACK & KOGAN, LLC
Attorneys for Plaintiff
44 West Flagler Street
Suite 2050
Miami, FL 33130
Tel: (305) 373-9676
Fax: (305) 373-9679
Primary: Gary.Pollack@ppkfirm.com
Primary: Brett.Pollack@ppkfirm.com
Secondary: Diosi.Perez@ppkfirm.com
Secondary: Natalie.Delarosa@ppkfirm.com

By: */s/ Gary W. Pollack*
Gary W. Pollack, Esq.
Fla. Bar No. 313114
Bretton I. Pollack, Esq.
Fla. Bar No. 48793

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IN THE CIRCUIT COURT OF THE 11TH JUDICIAL CIRCUIT IN AND FOR MIAMI-DADE COUNTY, FLORIDA

CIVIL DIVISION

CASE NO.: 2014-15748-CA-01 (24)

PATENT SERVICES USA, INC.,

Plaintiff,

v.

JUAN RIVERA, individually, and DESA INDUSTRIES, INC. d/b/a WORLD PATENT MARKETING, and WORLD PATENT MARKETING, INC.

Defendants.
_____/

DECLARATION OF SCOTT COOPER IN SUPPORT OF DEFENDANTS DESA INDUSTRIES, INC. AND WORLD PATENT MARKETING, INC.'S EMERGENCY MOTION TO DISSOLVE INJUNCTION

Pursuant to Chapter 92.525, Florida Statutes and based on my own personal knowledge, I, **Scott Cooper,** hereby swear that the following is true and correct:

1. I am the Chief Executive Officer ("CEO") of Desa Industries, Inc. d/b/a World Patent Marketing ("Desa") and the President of World Patent Marketing, Inc. ("WPM"). I make these declarations in my individual capacity and as officer of both Desa and WPM. These declarations are based upon facts personally known to me and on the business records of Desa and WPM.

2. Desa and WPM are both highly reputable companies in their industry. Desa has an esteemed Advisory Board that includes: Ambassador Dell Dailey, Navy Vice Admiral Al Konetzni, General Nitzan Nuriel of the Israel Defense Forces, Former US Attorney Matthew Whitaker, Dr. Aileen M. Marty, Republican Congressional nominee Brian Mast, and other notable figures.

EXHIBIT A

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3. I have read all the statements of fact made in Desa and WPM's Emergency Motion to Dissolve the Preliminary Injunction Order Entered on October 17, 2016 (the "Motion"), and all those statements are true and correct. All defined terms in this Declaration shall be as defined in the Motion.

Patent Services USA, Inc.'s Fraud Upon the Court

4. At all times prior to the Injunction Hearing, Juan Rivera represented that he **NEVER** signed any employment agreement with Patent Services USA, Inc. ("PSU") and that his alleged signatures and initials to the agreement attached to the Amended Complaint as Exhibit A was the result of forgery. This is supported by an examination of an enlargement of the signature itself, which appears to have several significant irregularities.

5. In fact, Frank H. Norwich, with Norwich Document Laboratory, concluded that the signature was forged and the alleged employment agreement was most likely a fabrication.

6. At all times prior to the Injunction Hearing, Mr. Rivera fully concurred with the opinion of the expert document examiner Frank H. Norwich that the agreement attached to PSU's Amended Complaint as Exhibit A - and the subject of PSU's breach of contract claim against Mr. Rivera - was fabricated and that his signature was forged.

7. On or about June 7, 2016, I learned that Juan Rivera – while employed by Desa as a branch manager had formed his own company to defraud Desa by setting up a competing company out of the same office. Accordingly, on June 8, 2016, Desa terminated Rivera's employment. His competing website was taken down the same day after we discovered it.

8. On or about June 8, 2016, Rivera threatened me via text message that he had taken the Desa customer list and would destroy Desa and WPM if I were to close him down and sue him. On June 8, 2016, Desa's New York counsel, Creizman, LLC, sent Rivera a formal termination

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letter which also advised him of the penalties of extortion and demanded the return of his company vehicle and payment of a $154,000 loan that is due to Desa.

9. On or about June 29, 2016, New York counsel filed, on Desa's behalf, (i) a civilian crime report against Juan Rivera with the U.S. Attorney in the Southern District of New York; and (ii) a civil lawsuit against Rivera in the United States District Court for the Southern District of New York, seeking damages and equitable relief under charges of, *inter alia*, civil and criminal theft and RICO. *Desa Indus., Inc. v. Rivera,* Case No. 1:16-CV-05018 (S.D. N.Y.).

10. On or about June 29, 2016, in response to the claims filed against him in New York, Juan Rivera again attempted to extort me with threats to ruin Desa if the lawsuit was not withdrawn.

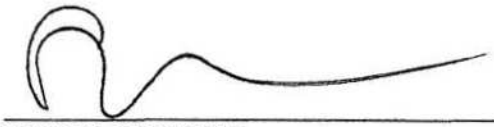
11. As of this date, Juan Rivera owns no interest in Desa or WPM.

12. To my knowledge, Juan Rivera first recanted his prior statements that the PSU employment agreements were forged at the Injunction Hearing held on August 24, 2016.

13. On or about October 20, 2016, I first learned that Myra Gonzalez (a former PSU employee) was forced, under duress, by Mohammed Assaf, a/k/a George Montana a/k/a Rick Blake, to execute false statements in the Affidavit of Myra Gonzalez which is attached to the Amended Complaint as Exhibit C.

Pursuant to Chapter 92.525, Florida Statutes and under penalties of perjury, Scott Cooper hereby declares that he has read the foregoing Declaration and that the facts stated in it are true.

Signed in Miami, Miami-Dade County, on the 24th day of October 2016.



SCOTT COOPER

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To: esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 1/2/2017 9:26:18 PM
Subject: Emailing - PreviewRelease.pdf
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World Patent Ratings, the Leader In Intangible Asset Valuation, Reports A Mixed 2017 Outlook For 100 Internet Software and Service Providers

World Patent Ratings continues to disrupt the asset valuation business by issuing a White Paper On 100 Internet Software and Service Providers

World Patent Ratings, a specialized rating agency and expert network focused on intangible asset valuation, has issued a mixed 2017 outlook for 100 Internet Software and Service Providers. World Patent Ratings has been a pioneer in calling attention to the irrational valuation of intangible assets held on corporate balance sheets around the world.

The company's Board includes notable figures such as Ambassador Dell Dailey, Former Navy Vice Admiral Al Konetzni, former US Attorney Matthew Whitaker, General Nitzan Nuriel of the Israel Defense Forces, Dr. Aileen Marty, and Scott Cooper, CEO of the World Patent Family of Companies and Director of The Cooper Idea Foundation.

Through the world's largest repository of intangible asset data, we have been able to bring standardization and objective measure to an outdated financial reporting system. World Patent Ratings membership can be achieved through four different levels of afiliation including: Basic Member, Premier Member, Trusted Partner and Accredited Partner Status. World Patent Ratings provides research reports, offers continuing professional education, and consulting services surrounding the financial reporting of intangible assets.

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"Over the last 20 years, internet service and software providers have been the locomotive in the global economy and 2017 won't be any different." said Scott Cooper, CEO of World Patent Ratings, "Opportunities in robotics, machine learning, Blockchain, the Internet of Things, and cyber security will continue to drive the sector. We do have some concern about the the continued intangible asset buildup being driven by a new wave of consolidation and partnerships within the technology sector."

World Patent Ratings utilizes the planet's largest specialized repository of open source intangible asset and patent data. The company's team of data scientists has used code from over hundreds of worldwide open data sources, including the Central Intelligence Agency, the Securities and Exchange Commission, Google, Yahoo, The New York Times, the World Health Organization, UNICEF, Amazon, Facebook, the US Census Bureau, the European Union, Pew Research Center, and the National Climactic Data Center.

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The company has repeatedly warned about the intangible asset bubble. The extreme volatility and the lack of consensus surrounding the accounting of patents and other intangible assets has created a cloud over the global economy. Our mission is to prevent the continued use of creative accounting and a distortion of reported asset values. We are pioneering an accounting revolution geared towards standardization and transparency.

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FTC-18-0836-B-000763

Contact Information
Bill Flanagan
World Patent Marketing
6465643919

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To: Alexander Napoles[anapoles@worldpatentmarketing.com]
From: Scott Cooper
Sent: Mon 1/2/2017 9:31:32 PM
Subject: FW: Release Preview
PreviewRelease.pdf

From: scott@worldpatentmarketing.com [mailto:scott@worldpatentmarketing.com]
Sent: Monday, January 2, 2017 3:17 PM
To: partners@worldpatentmarketing.com
Subject: Release Preview

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To: Scott Cooper[scott@worldpatentmarketing.com]
From: Eric Creizman
Sent: Wed 12/21/2016 7:53:52 PM
Subject: Exhibits to Complaint
EX. A.pdf
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Ex. C-1.pdf
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Eric M. Creizman, Esq.
CREIZMAN LLC
Attorneys at Law
565 Fifth Avenue, New York, New York 10017
T: (212) 972-0200; F: (646) 200-5022
Direct Dial: (646) 513-4842
www.creizmanllc.com

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EXHIBIT A

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July 4th Weekend Has Special Meaning For Teddy's Ballie Bumpers and World Patent Marketing As Sales of the New Pet Product Sky Rocket

Share Article

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World Patent Marketing Licensing Program Kicks Into High Gear as Teddy's Ballie Bumpers Boosts Online Sales

NEW YORK, NEW YORK (PRWEB) JUNE 30, 2015

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World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announced earlier today that online sales have started for Teddy's "Ballie" Bumpers. World Patent Marketing secured a US Utility Patent for this pet patent.



"I congratulate Steve Harris on this momentous occasion," said Scott J. Cooper, CEO and Creative Director of **World Patent Marketing**, "It is a great feeling to be able to see your product for sale online. I made my first order today for the couches in my office. I encourage everyone to try out this new product before the prices go up. We look forward to selling this product on our e-commerce site as well."

"This pet patent is every pet owners dream and should be a part of every household," says Cattya Bella, Director of Product Development for **World Patent Marketing**, "Losing items under the couch or other pieces of furniture are a common sight in the household. Remote controls, car keys, toys, and play things seem to gravitate towards the space under the furniture as well. This pet patent creates a barrier underneath the furniture so that all of your important items won't get lost under them."

I congratulate (b) (6) on this momentous occasion. said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, It is a great feeling to be able to see your product for sale online. I made my first order today for the couches...

Car keys and chew toys aren't the only things that get stuck under the sofa. Pet owners know that small, newborn pets typically get stuck under couches as well—especially when they are going after their pet toys. This pet patent is inflated and is placed in the spaces below various pieces of furniture. Teddy's Ballie Bumper stay inflated preventing small items from getting stuck underneath furniture, ultimately preventing the miscellaneous items from getting lost or getting stuck.

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"This pet patent does more than just keep items safe- this pet patent answers all of the questions regarding the protection of your pets inside the home," says inventor Steven H. "Small pets and newborn pups often get stuck and have trouble under couches and cabinets while playing. In result, this can severely injure your pets. This pet patent can stop items from rolling inside, can stop pets from tampering with furniture and best of all, it is sturdy enough to withstand impacts from both toys and pets alike."

Suzie Payton, a pet-lover and blogger from Arlington, VA, has this to say about the pet patent: "This is a pet patent that really helps pet owners a lot. If the chew toy or the ball rolls under the couch, someone must go on all fours to reach it. Sometimes you also have to lift the entire couch, which can be tedious and hazardous. Either way, this is bad for the back and knees, especially for the elderly or the injured. This pet patent is not just for the pet, but it is for the owner's convenience and sanity as well.

Teddy's "Ballie" Bumpers is a pet patent that every household should have. In fact, even houses without pets can take advantage of this invention to prevent important items from getting lost under the couch. For more information about the product, **visit their website here!**

About **World Patent Marketing**

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. **The company** is broken into six operating divisions. These include WPM Research, WPM Patents, WPM

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Prototyping, WPM Manufacturing, WPM Capital Ventures, WPM Marketing, and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

WPM Research: evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

WPM Patents: develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

WPM Prototyping: works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

WPM Manufacturing: provides overseas production from all 14 major industrial zones in China, Taiwan and South Korea. Having access to a staff on the ground in China makes all the difference in achieving the best price, quality, and turnaround time.

WPM Capital Ventures: provides seed funding for startups. Seed funding is the earliest stage of venture funding. WPM's goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.

WPM Retail: Offers online shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

World Patent Marketing Reviews

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, **Google**, Trustpilot, Shopper Approved, Customer Lobby, Yellow Pages, **Yelp**, Reseller Ratings and My Three Cents. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.

World Patent Marketing Subsidiaries

World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first of its kind marketplace. It will level the playing field for small inventors being bullied out of the manufacturing and mobile app development marketplaces by multi-national corporations with deep pockets. The New York Inventor Exchange diverse markets span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. World Patent Marketing has also announced the launch of InventionTown, America's Inventor Watchdog. InventionTown.com is a blog led by up and coming author and media personality, Lady Jennifer.

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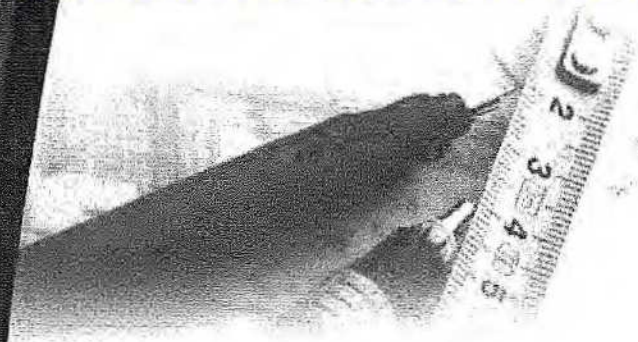
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EXHIBIT B

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Global Royalty Analysis



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Presents

GLOBAL INVENTION ROYALTY ANALYSIS

1. GLOBAL PATENT SEARCH AND OPINION
2. ACCREDITED UNIVERSITY MARKETABILITY STUDY
3. DETAILED PRODUCT SPECIFICATION
4. PRELIMINARY PATENT DRAWINGS
5. MARKET DEMOGRAPHICS & PSYCHOGRAPHICS
6. SIC AND NAICS CODING

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1 GLOBAL PATENT SEARCH AND OPINION

A patent search report uncovers existing inventions similar to yours that are already patented. Having this knowledge will give you a better idea of if your invention is novel and therefore able to receive a patent. This information is valuable towards deciding if you should proceed with a patent application and which part of your invention to focus on.

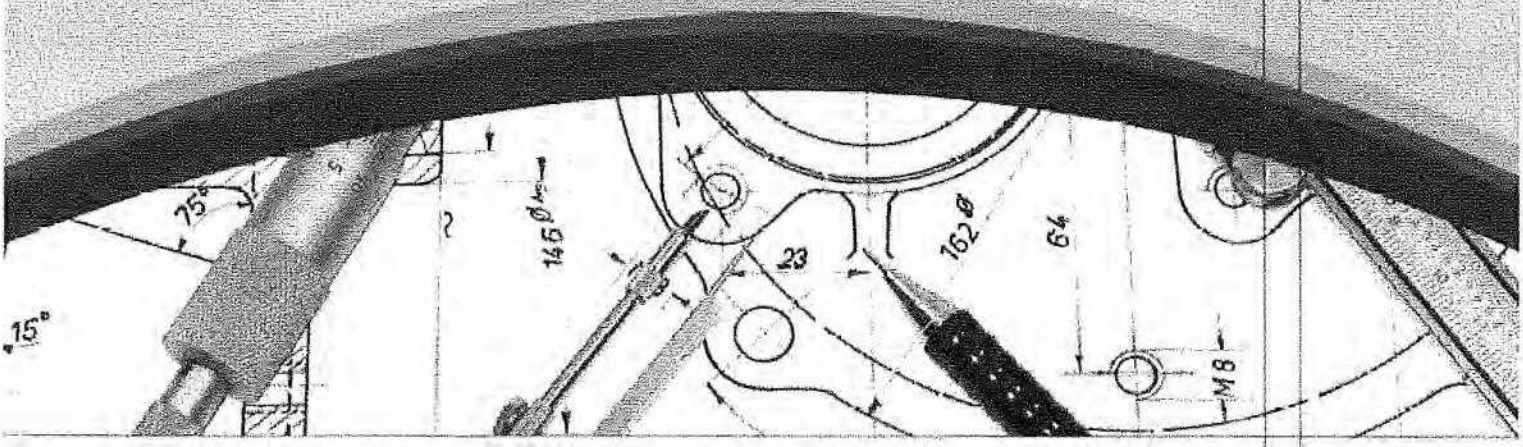
2 ACCREDITED UNIVERSITY MARKETABILITY STUDY

- An unbiased team analyzes the commercial potential of an inventor's new product or idea through the expertise of in-house experts in marketing, manufacturing, finance and other fields. The invention or idea is evaluated according to 33 different criteria.
- The data is analyzed by a specially designed computer program and processed to give three different scores. These scores are compared to the scores received by earlier innovations that were successfully introduced into the marketplace.
- The program gives the inventor objective data on the product's strengths and weaknesses, which may be used to determine the likelihood of commercial success before committing capital to fully develop and market the product. A good score could help secure a development loan by increasing credibility with banks, as well as encouraging an inventor to pursue the invention with a business plan and patent. A low score could warn an inventor to reconsider any further investment.
- A 1988 survey found that the program's users find the evaluations very helpful. Over eighty percent of respondents considered the evaluation most beneficial as they decided how to proceed with their products or ideas. Whether an inventor's product or idea was judged to be commercially viable did not affect his appraisal of the program. The program's purpose is to stimulate and encourage creativity and innovation. This survey confirmed that the program has a positive effect on further innovative activity, as sixty-four percent of respondents said that evaluations encouraged them to continue in their pursuit of new product development.

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3 DETAILED PRODUCT SPECIFICATION

Part of a patent application, the specification is where the inventor specifies, describes, illustrates, and discloses the invention in so much detail that an experienced* person could understand and use that invention. The description, together with the claims is often referred to as the specification. As this word suggests, these are the sections of the patent application where you specify what your machine or process is and how it differs from previous patents and technology. A specification is an important part of your patent application and (later if granted) part of the legal definition of your patent. The specification must be described using clear details with full disclosures about the invention Professional Patent Drawings are included in the specification when required.

* An electrical engineer would be considered an experienced person regarding electronics.

4 PRELIMINARY PATENT DRAWINGS

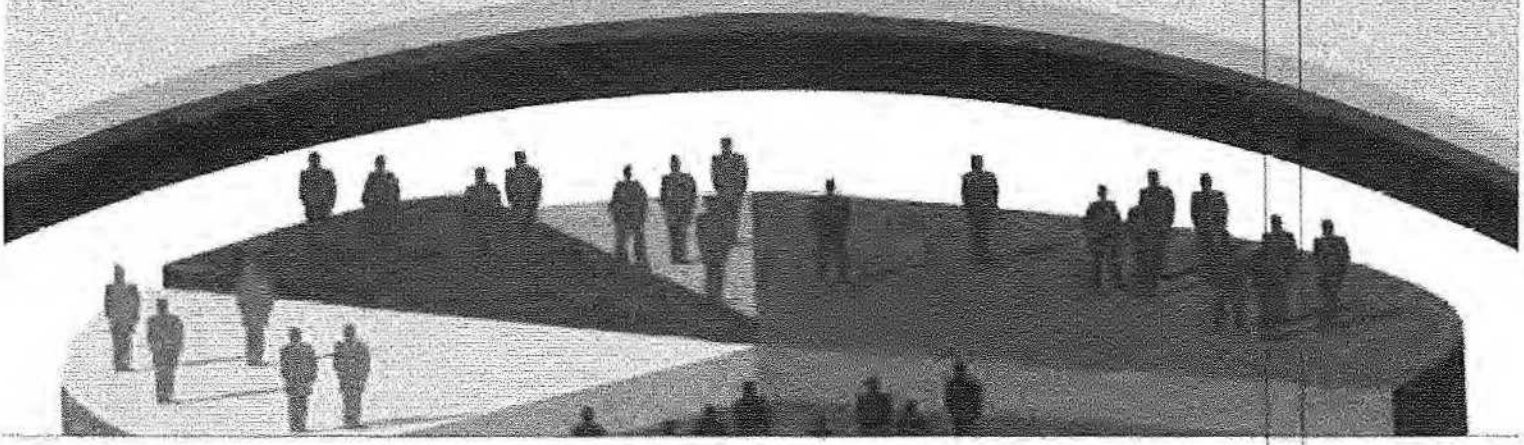
The applicant for a patent is required to furnish a set of patent illustrations of a new invention. This is true for objects of manufacture as well as processes and plants. The drawings must show every feature of the invention specified in the claims. The patent drawings are required to be in a special form. Patent illustrations are printed and published in a uniform style in the official record. The drawings must be such that they can be readily understood by persons using the patent descriptions.

The requirements relating to drawings are strictly enforced. Patent applicants are advised to employ competent patent illustrators to make their drawings. USPTOs Draftspersons review all originally filed drawings. Additionally, patent Examiners will review the draftings for compliance with the regulations. The USPTOs Drawing Review Branch, issues a Notice of Draftspersons Patent Drawing Review. The Review contains over fifty common mistakes made by non professionals, leading to an objection to the drawings. This is why it is a good idea to hire a professional, skilled in the art.

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5 MARKET DEMOGRAPHICS & PSYCHOGRAPHICS

World Patent Marketing offers the best market segmentation research, psychographic and demographic solutions available on the market today. We also offer psychographics for profiling consumer brand preferences and spending habits of a population or area.

Answer key questions about your market and customers, including:

- How big is the total opportunity market?
- What is my revenue potential?
- Who is my current and future competition and how much am I losing to them?
- Where are the untapped market opportunities?
- How can I increase Return on Investment on my campaigns?
- Which of my customers are profitable and how do I find more just like them?
- How can I best reach and keep my customers?
- Which customers are most likely to purchase from me?

6 SIC AND NAICS CODING

- Search the entire SIC and NAICS Directory of Business
- Promote your business and products to the world

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THE INVENTOR PRODUCT AND BUSINESS PROFILE

Inventor Name: _____ File Number: _____ Invention Name: _____

INVENTION DETAILED DESCRIPTION:

What is the technical field (market category) of your idea?

How does your new invention WORK, OPERATE or FUNCTION?

How is your new invention DIFFERENT from other similar ideas? (Uniqueness)

What are the advantages and benefits of your idea's solutions?

What changes or modifications can you suggest to improve functionality, packaging, appeal, versatility, the mechanics and affordability to a manufacturer and end customer?

What companies, groups of people, products, processes or services could use your idea?

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Describe the physical structure (size, shape, weight, dimensions, materials, etc.) of your idea?

Describe the environment (wet, dry, temperature, pressure, light, dark, etc.) in which your idea will function?

If your idea is a "device", what does it consume or produce? And what powers it?
(Manual, electricity, gasoline, sunlight, water power, batteries, etc.)

Check here if you have a prototype

Inventor Profile:

Date of Birth: _____ Spouse Name: _____ Married (Y/N):

Children's Names: _____

College: _____ Degree: _____

Profession: _____

Hobbies: _____

Please include information about you and any co-inventors (any background story behind conception of idea/ invention)

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Graphic Illustration

Please take some time to hand sketch the major working parts of your invention. You can also attach pictures, technical drawings and other professionally prepared renditions of your idea to this page. Please attach prototype photos of your product idea.

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CLIENT INFORMATION AND CORRECTION FORM

INVENTOR INFORMATION CORRECTION

Inventor Name: _____ Co-Inventor Name: _____ Company (if applicable) _____

State of Incorporation _____ Entity Type _____

Street Address: _____ Apt/Suite: _____ City: _____

State: ____ Zip: _____ Home Tel: _____ Mobile: _____ 3rd: _____

Invention Name: _____

If you wish to authorize us to communicate with a co-inventor(s) or you want your co-inventor(s) given consideration and/or mention on any patent application, enter their complete information below. You may also deselect a co-inventor by keeping a copy of this form or requesting it for future reference. We must have both signatures of the inventor and co-inventor to acknowledge the change.

CO-INVENTOR INFORMATION

First Co-Inventor Name: _____ Sign: _____

Second Co-Inventor Name: _____(if any) Sign: _____

Third Co-Inventor Name: _____(if any) Sign: _____

Primary Inventor Authorized Signature: _____

Corporate Office Authorized Signature: _____

☐ Check Here to Add Co-Inventor

☐ Check Here to Delete Co-Inventor

Additional Comments to Changes:

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Over the past five years, World Patent Marketing has not contracted with any customers or evaluated any inventions for commercial potential. We do not promote inventions. Instead we provide the client with a Global Invention Royalty Analysis. This Analysis includes a Global Patent Search and Opinion, an Accredited University Marketability Study, a Detailed Product Specification, a Preliminary Patent Drawing, a Market Demographics and Psychographics Report and SIC and NAIC coding.

The purpose of the Global Invention Royalty Analysis is to enable the inventor to professionally prepare and present their invention so that it will get the exposure and support it needs. You never get a second chance to make a first impression. Prematurely presenting an invention will lower your chance of success. No clients have received a net financial profit or a licensing agreement solely as a direct result of obtaining a Global Invention Royalty Analysis through World Patent Marketing. Indeed, this is only one piece of the puzzle. Inventors who intend to proceed with a patent application must also present a convincing case for their idea.

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I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

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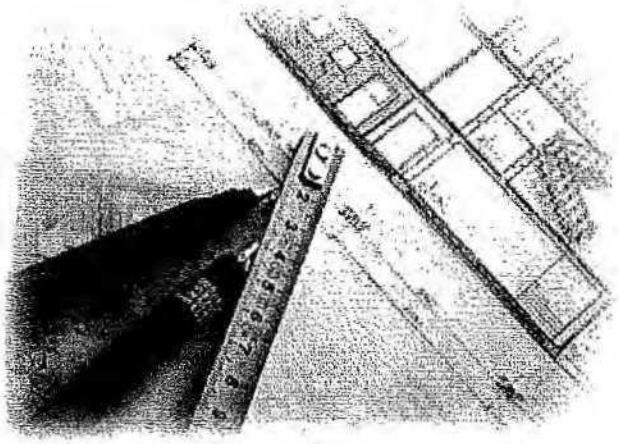
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- 3D VIRTUAL MODEL
- INVENTION BROCHURE
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- INTERNET TELEVISION COMMERCIAL
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UTILITY PATENT APPLICATION

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Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

DESIGN PATENT APPLICATION

(US PROTECTION ONLY)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.

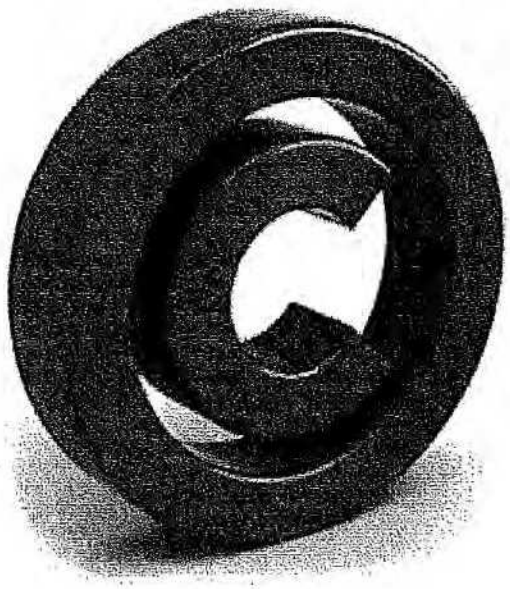
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TRADEMARK APPLICATION

(US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.



COPYRIGHT APPLICATION

(US PROTECTION ONLY)

Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.

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EUROPEAN UNION PATENT APPLICATION

(EUROPEAN UNION ONLY)

The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention

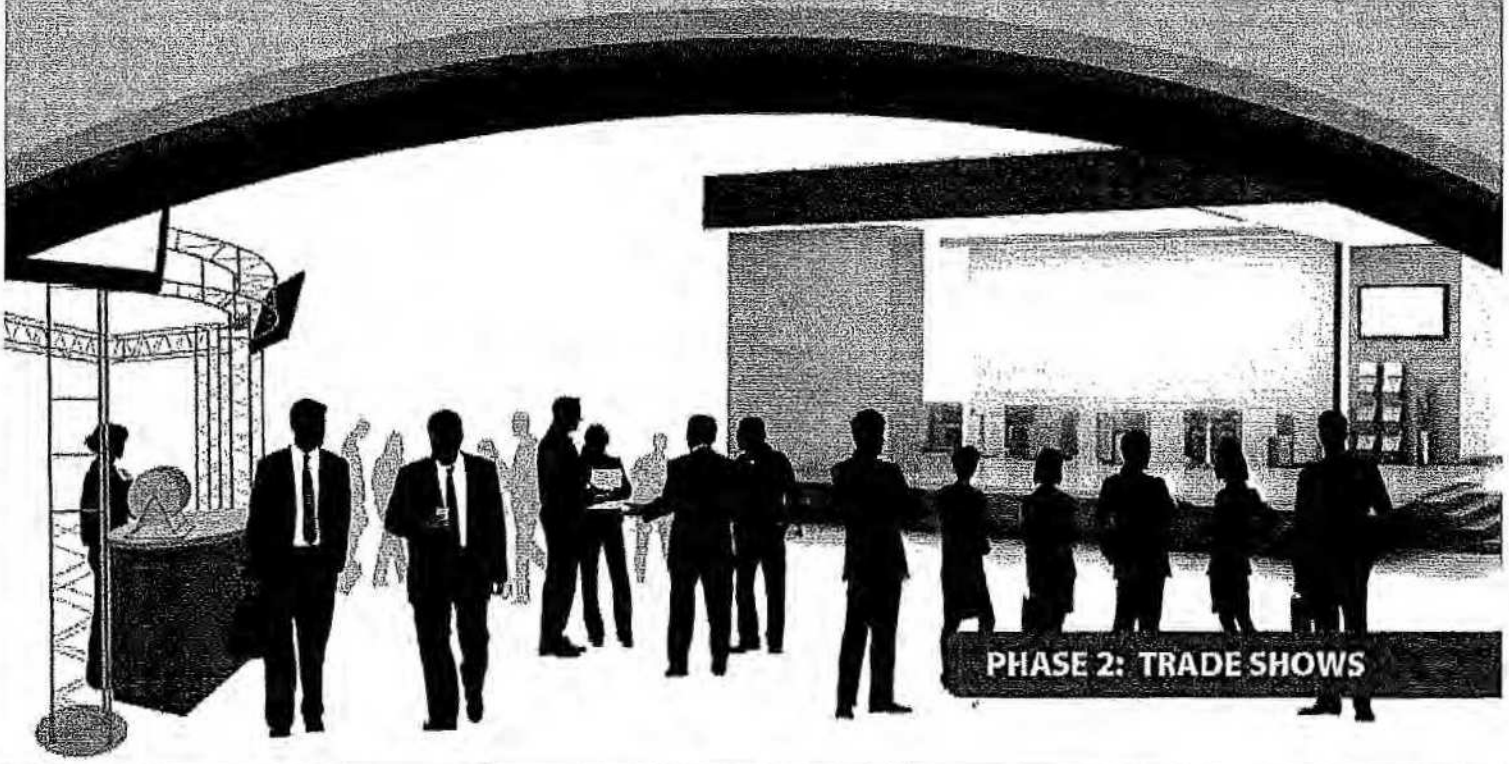
PATENT COOPERATION TREATY (PCT) APPLICATION

The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent Offices in what is called the "national phase".

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TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.



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INVENTION RENDERING

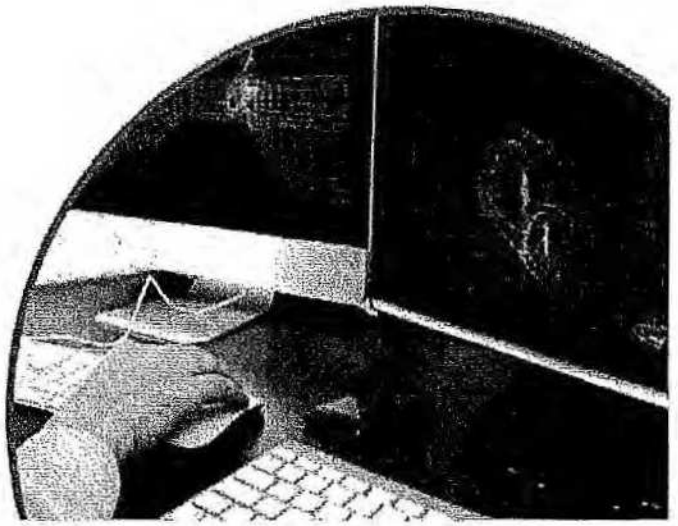
The product designer assigned to the project sculpts the invention or models it in 3-D CAD.This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention without having to invest to much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.



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3D VIRTUAL MODEL

Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.



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INVENTION BROCHURE

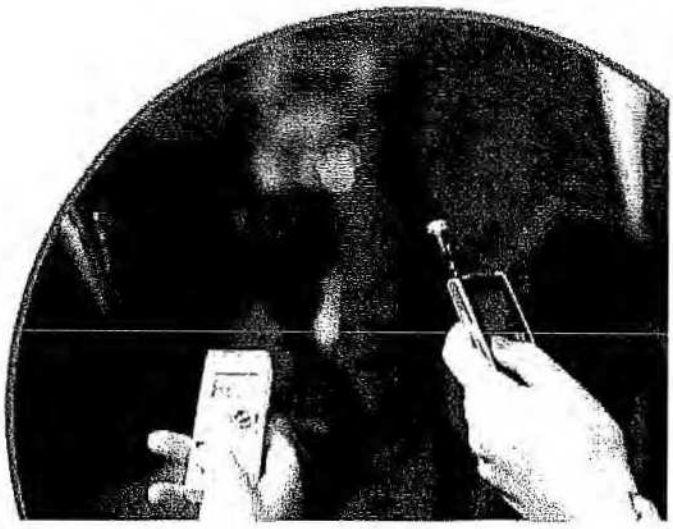
Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.

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MEDIA DEPARTMENT & PRESS RELEASES

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PERSONAL PRODUCT WEB PAGE

At World Patent Marketing, we take a truly integrated approach to your online presence. We help inventors publicize their product ideas by building a personal product web page for each and every inventor. We help you succeed online by taking all of the complicated jargon like SEO, PPC, Social, and HTML, and turning it into comprehensive marketing strategies stamped with personal service. Our dedicated team of experts give every inventor special care and clear reporting of activity to their personal web pages.



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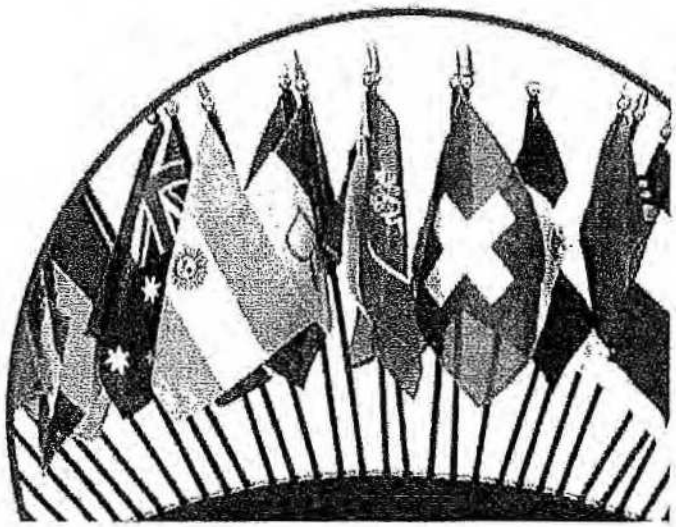
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World Patent Marketing presents the International Invention Roundtable where we bring millionaire businessmen and women together with the next generation of America's inventors. Only the top 5% of our inventors will have the opportunity to showcase their product ideas to this virtual forum.



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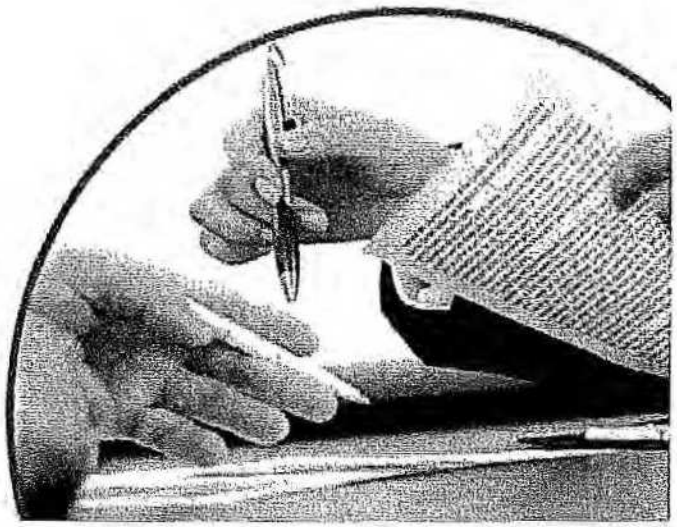
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PERSONAL LICENSING AGENT

Through a Brand Representation Licensing Program, World Patent Marketing works with you to enlist manufacturers (licensees) to produce, market, and sell approved products bearing your brand's name and logo. In exchange for the right to leverage your brand, manufacturers pay you a fee - typically a royalty, paid as a percentage of their wholesale revenue. Serving as your exclusive licensing agent, World Patent Marketing works in collaboration with your team to create and manage a customized brand licensing program — one that is tailored specifically to achieve your licensing objectives.



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EXHIBIT A

US DESIGN PATENT
☐ $8,995.00

US UTILITY PATENT
☐ $11,995.00

US BUSINESS METHOD PATENT
☐ $14,995.00

US COMBINATION
(US Utility Patent & US design Patent)
☐ $16,995.00

PCT & US PATENT
(Any US Patent)
☐ $21,995.00

US COMPREHENSIVE
(Business Method Patent, US Utility Patent & US Design Patent)
☐ $22,995.00

INTERCONTINENTAL PATENT
(US Comprehensive, PCT, Trademark & Copyright)
☐ $34,995.00

MULTI-NATIONAL PATENT
(US Comprehensive, PCT, European Union, Trademark & Copyright)
☐ $49,995.00

GLOBAL PATENT
(US Comprehensive, PCT, European Union, China Invention Patent, Trademark & Copyright)
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PATENT COOPERATION TREATY
(PCT)

☐ $17,995.00

EUROPEAN UNION PATENT

☐ $24,995.00

CHINA INVENTION PATENT

☐ $29,995.00

TRADEMARK APPLICATION

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COPYRIGHT APPLICATION

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EXHIBIT B

PROTOTYPING

INDUSTRIAL DESIGN

CREATING & DEVELOPING CONCEPTS AND
SPECIFICATIONS THAT OPTIMIZE FUNCTION, VALUE & APPEARANCE

CONCEPT DESIGN ENGINEERING

FOCUS ON AESTHETICS AND FUNCTIONAL
CHARACTERISTICS FROM ENGINEERING TO MANUFACTURING

MANUFACTURING DESIGN

VERIFICATION THAT A PRODUCT IS READY FOR
TOOLING AND FULL SCALE MANUFACTURING

VIRTUAL PROTOTYPING

COMPUTER GENERATED 3D GRAPHICAL
REPRESENTATIONS OF PRODUCTS AND PACKAGES

PROTOTYPING

BRINGING IDEAS TO REALITY WITH POWERFUL
TECHNOLOGY & SKILLED PROFESSIONALS

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EXHIBIT C

MOBILE APP DEVELOPMENT

- 50% Off When Included With Package
- List your App on Apple, Google & Amazon App Stores
- Custom App Design Prototype
- Application & Backend Development
- Quality Assurance and Testing
- App Publishing & Marketing
- App Maintenance & Support

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WEBSITE DEVELOPMENT & MARKETING

- 50% Off When Included With Package
- Custom Website Design
- Social Media Marketing
- Content Marketing
- Measurement & Analytics
- Digital Education & Training
- Mobile Marketing
- Consumer Insights
- Email Marketing

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Payment Form #1

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): _____

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

☐ Check By Phone

Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

☐ I am enclosing my check / money order in the amount of: $_____

☐ Paypal: Send Payments to *paypal@worldpatentmarketing.com*

☐ Wire Transfer: *Call 888-926-8174 for instructions*

☐ By Debit/Credit Card (American Express, VISA, Mastercard, Discover)

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Authorized Signature (Inventor): _____

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Payment Form #2 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): _____

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

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Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

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Authorized Signature (Inventor): _____

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Authorized Signature (Inventor): _____

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Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

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Authorized Signature (Inventor): _____

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Payment Form #4 (optional)

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Authorized Signature (Inventor): _____

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

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Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

☐ I am enclosing my check / money order in the amount of: $_____

☐ Paypal: Send Payments to ***paypal@worldpatentmarketing.com***

☐ Wire Transfer: ***Call 888-926-8174 for instructions***

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Authorized Signature (Inventor): _____

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Payment Form #5 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): _____

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

☐ Check By Phone

Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

☐ I am enclosing my check / money order in the amount of: $_____

☐ Paypal: Send Payments to *paypal@worldpatentmarketing.com*

☐ Wire Transfer: *Call 888-926-8174 for instructions*

☐ By Debit/Credit Card (American Express, VISA, Mastercard, Discover)

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Authorized Signature (Inventor): _____

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EXHIBIT C2

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PATENT PROTECTION AND PUBLICITY COMMITMENT

THIS AGREEMENT, entered into and effective as of the day of _____("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and _____ located at _____.

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the _____. (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to Independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/ or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and in consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree, that the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

1. Appointment of WPM.

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

2. Disclosure

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

3. Registration

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fullfilled its obligation under this agreement.

4. Plan Fee.

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.

_____ intl.

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5. Title.

Title to the Inventions will be and shall remain vested with the Inventor.

6. Warranty and Indemnity

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM. Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

7. Confidentiality.

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

8. Relationship of Parties.

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.

_____ intl.

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9. Amendments and Waivers.

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

10. Successors and Assigns.

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

11. Notices.

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or; if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram .in every case addressed to the party to be notified as follows:

TO WPM:
DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING
228 Park Avenue South, Suite 35652
New York, New York 10003

TO INVENTOR:
As Stated Above

12. Remedies.

It is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.

_____ intl.

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13. Termination.

In the event of a violation of any term or condition of this Agreement by the INVENTOR or WPM, WPM or Inventor may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

14. Further Assurances.

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

15. Limitation of Liability

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without littigations, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

16. Definitions.

For purposes of this Agreement, the following words and expressions have the following meanings:

16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business, operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.

16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.

16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.

16.4. "US Dollars" means the currency of the United States of America.

_____ intl.

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17. Construction.

To the extent the provisions of this Agreement conflict with the provisions of any other agreements between the parties, the provisions of this Agreement shall govern.

18. Truth of Agreements

The agreements and/or preamble contained on page 1 of this Agreement are true and correct and are hereby incorporated into this Agreement.

19. Gender.

Wherever the context shall so require, all words herein in any gender shall be deemed to include the masculine, feminine or neuter gender; all singular words shall include the plural, and all plural words shall include the singular.

20. No-Waivers

The waiver by any party of any other party's breach of any provision of this Agreement shall not operate nor be construed as a waiver of any subsequent breach, and the waiver by any party and any right or remedy shall not operate nor be construed as a waiver or bar to the exercise of such right or remedy and the occurrence of any subsequent breach. No action on the part of either party to this Agreement shall be interpreted as waiver unless such action shall be in writing.

21. Headings.

Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.

22. Governing Law.

This Agreement shall be governed by the laws of the State of New York (without regard to the laws that might be applicable under principles of conflicts of law) as to all matters, including , but not limited to , matters of validity, construction, effect and performance.

23. Counterparts.

This Agreement may be executed in two or more parts each of which shall be deemed an original but all of which together shall be one and the same instrument.

24. Facsimile Copy.

A facsimile copy of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals.

_____ Intl.

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25. Mediation and Arbitration

Any disputes between the parties hereto, whether arising under this agreement or otherwise, which the parties cannot resolve between themselves using good faith shall be

25.1. Referred to a court certified mediator of the Circuit Court in New York and any mediation Shall be held in New York. The parties shall share equally the cost of said mediation,

25.2. In the event that said dispute is not resolved in mediation, the parties shall submit the dispute to a neutral arbitrator residing in New York. The arbitration shall be held in New York. The prevailing party shall recover all fees and costs of said arbitration. The parties further agree that full discovery shall be allowed to each party to the arbitration and a written award entered forthwith. Any and all types of relief that would otherwise be available in Court shall be available to both parties in the arbitration. The decision of the arbitrator shall be final and binding. Arbitration shall be the exclusive legal remedy of the parties. Judgment upon the award may be entered in any court of competent jurisdiction.

25.3. If either party refuses to comply with a ruling or decision of the arbitrator and a Lawsuit is brought to enforce said ruling or decision, it is agreed that the party not complying with the ruling or decision of the arbitrator shall pay the court costs and reasonable attorney's fees (including Trial and Appellate attorney's fees) incurred in enforcing the ruling or decision of the arbitrator.

25.4 Any rights of injunctive relief shall be in addition to and not in derogation or limitation of any other legal rights.

25.5. The parties hereby covenant and agree that they will use their best efforts to settle all disputes amicably Prior to initiating any formal proceed

26. Interpretation of Agreement.

The parties acknowledge that this Agreement is the product of mutual efforts by the parties and their respective agents. The Agreement shall be interpreted neither more favorable in favor of one party, nor less favorably in favor of another party.

27. Entire Agreement.

This Agreement constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, and understandings, whether oral or written, with respect to its subject matter.

_____ intl.

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28. Modification.

No change or modification of this Agreement shall be valid unless it is in writing and signed by all the parties who are bound by the tens of the Agreement.

29. Attorney's fees; Costs

In any arbitration or litigation arising out of this Agreement, the prevailing party in such litigation shall be entitled to recover reasonable attorney's fees and costs at the hearing, trial and appellate levels.

30. Severability.

If any provision of this Agreement is held invalid, unenforceable, or void by a court of competent jurisdiction, this Agreement shall be considered divisible as to such provision, and the remainder of the Agreement shall be valid and binding as though such provision were not included in this Agreement.

31. Benefits; Binding Effects.

This Agreement shall be binding upon and shall operate for the benefit of the parties hereto and their respective heirs, personal representative, administrators, successors, and assigns.

32. Venue and Jurisdiction.

Should a lawsuit be necessary to enforce this Agreement the parties agree that jurisdiction and venue are waived and suit shall be brought in New York.

33. Further Cooperation.

From and after the date of this Agreement, each of the parties hereto agrees to execute whatever additional documentation or instruments are necessary to carry out the intent and purposes of this Agreement,

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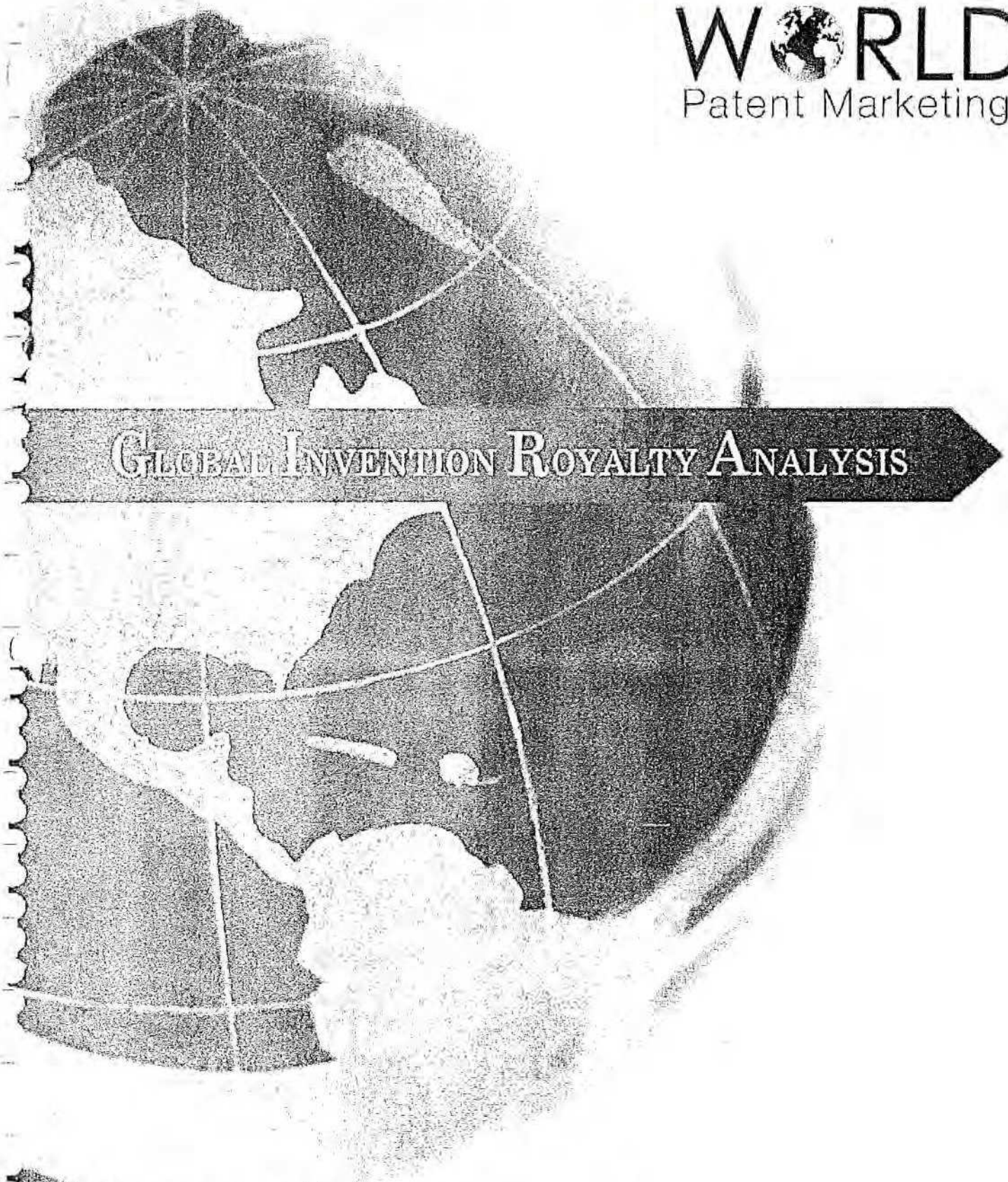
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EXHIBIT D

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AME Association for Manufacturing Excellence

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Teddy's Bally Bumpers

Prepared Exclusively for

Steven Harris
Palm Springs, California
On

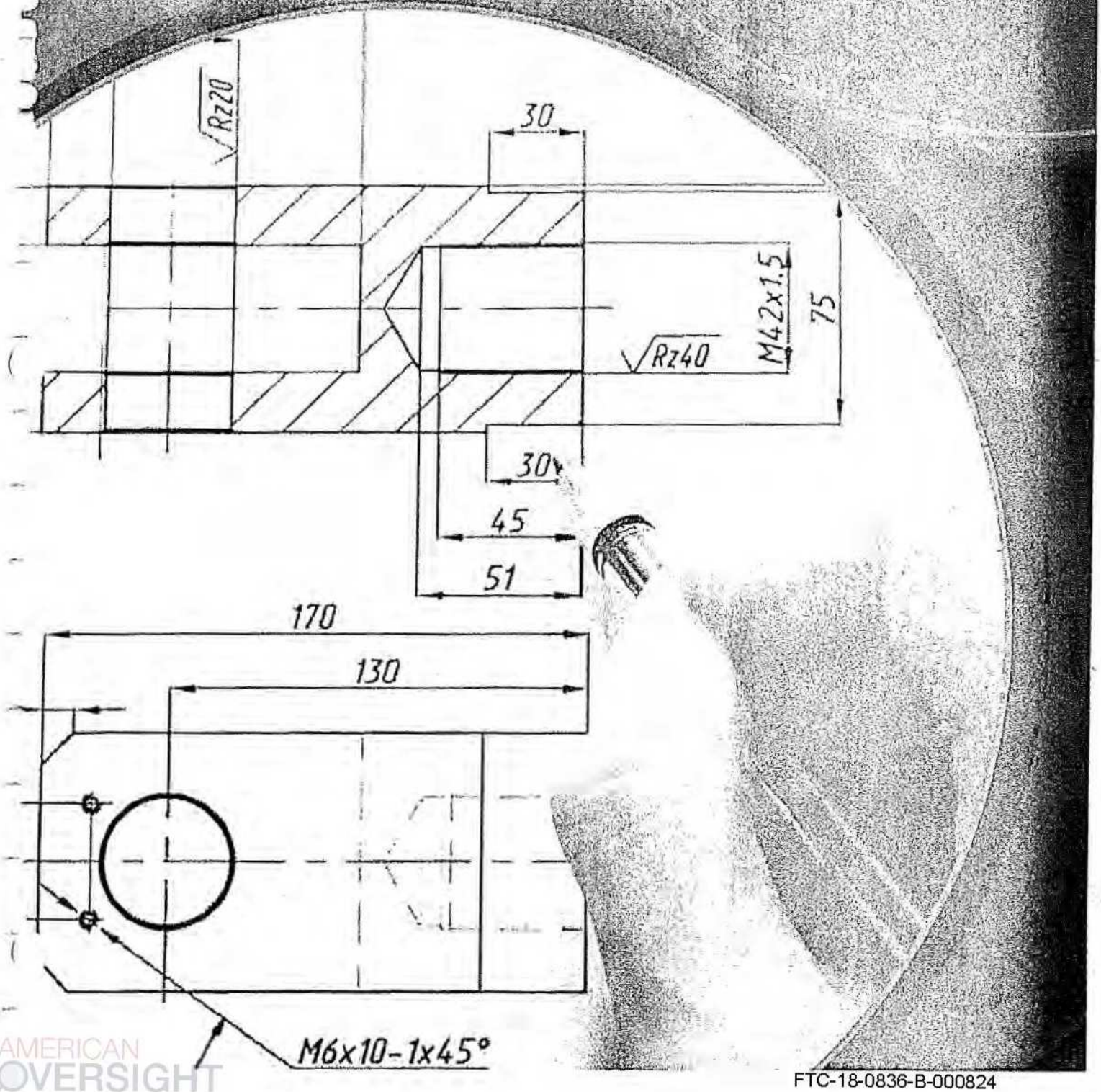
July 2, 2014

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CONFIDENTIAL

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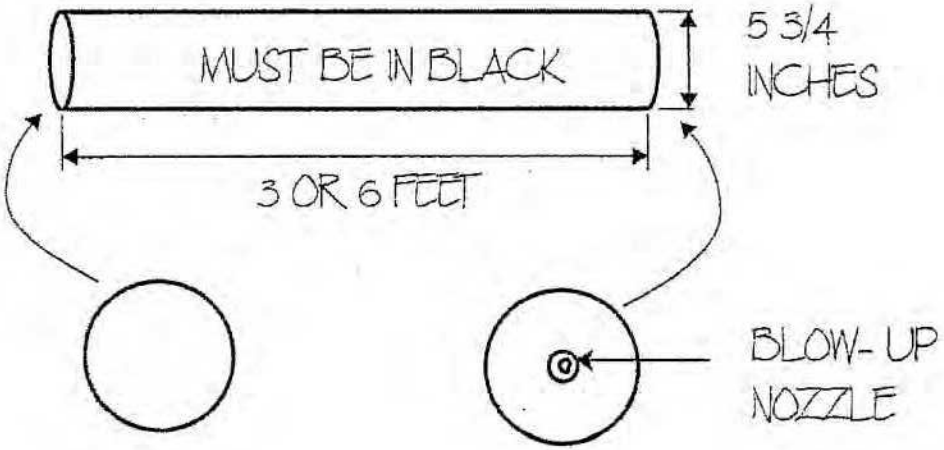
WORLD Patent Marketing

PRELIMINARY PATENT DRAWING

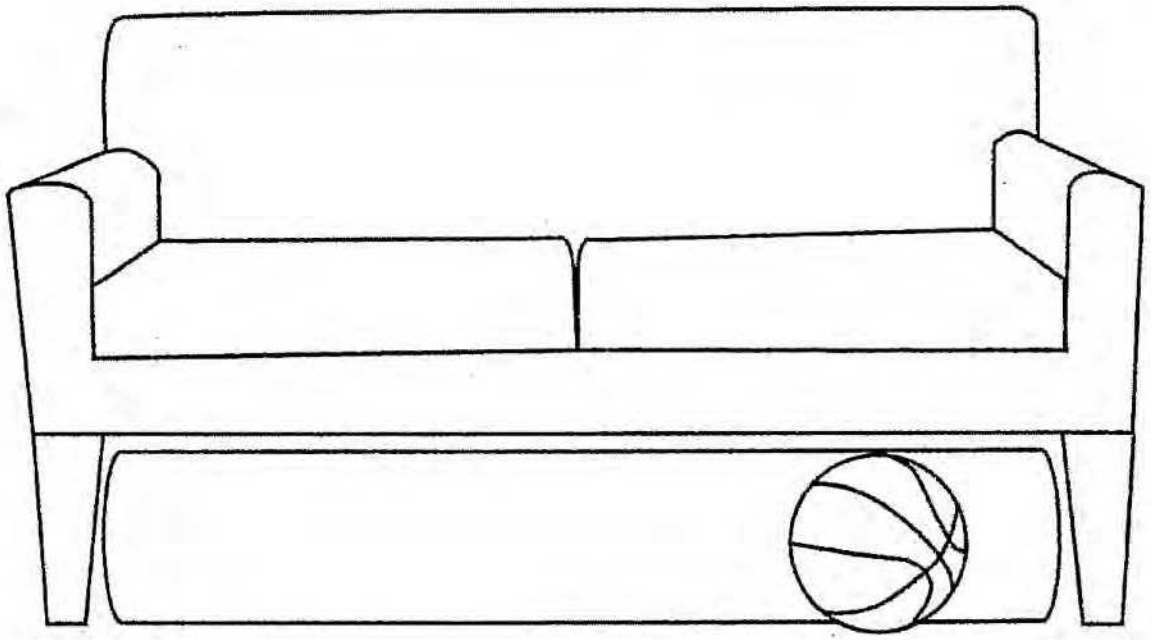


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CONCEPT



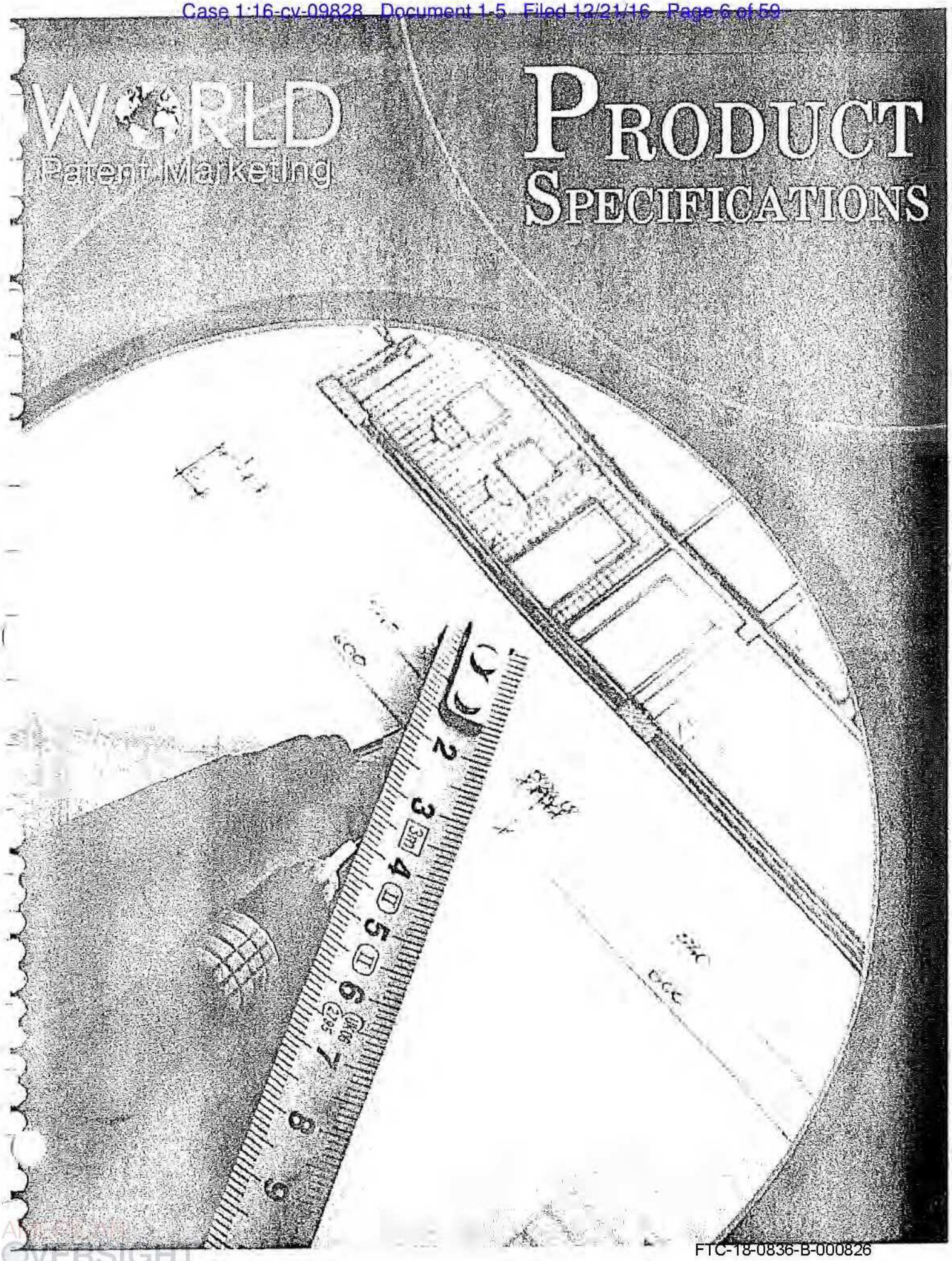
APPLICATION EXAMPLE

TOYS OR BALLS BLOCKED FROM GOING UNDERNEATH

Case 1:16-cv-09828 Document 1-5 Filed 12/21/16 Page 5 of 59

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PRODUCT SPECIFICATIONS



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Inflatable Bumper for Furniture Floor Crevices

FIELD OF INVENTION

The invention relates generally to an inflatable bladder-type device that acts as a bumper for small objects. The objective is to allow users to insert the device in the crevice under furniture such as beds, couches, sofas, etc. The device acts as a barricade and thus prevents objects such as balls and small toys from inadvertently rolling underneath. The device mitigates the chances of such items being placed in difficult-to-retrieve situations, and thus alleviates chiropractic/spinals issues potentially associated with bending over and retrieving such lost items.

BACKGROUND OF THE INVENTION

Present day, owners of pets and caretakers of small children often find themselves in the position of needing to bend over and retrieve small items that inadvertently roll underneath furniture or otherwise become misplaced. Unfortunately, such misplaced items are usually difficult to retrieve. Oftentimes, the retrieving individual must bend over and stretch limbs in uncomfortable positions to recover items. In more extreme circumstances, recovery of items may necessitate the moving of heavy furniture by the individual. Such physical actions can be very uncomfortable, especially if the individual has a history of chiropractic/spinal problems or other musculoskeletal issues. It is therefore an objective of the present invention to introduce a device that users can utilize to overcome such problems, by blocking the path of easily lost items.

In preferred embodiments, the invention takes the form of a black-colored, inflatable bladder with an inflation nozzle at the first end. In prior art, competing products are oftentimes strips of cloth that attach to couches with clips. Unfortunately, pets and especially canines often rip up such cloth strips. In contrast, the invention slides under the furniture's floor crevice easily and is unobtrusive to pets and humans alike.

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The invention is aimed at the pet product and home products market, including childcare products. Ideally, the invention would be sold at pet stores and department stores. Target users would be pet owners, and/or new parents with young children.

SUMMARY OF THE INVENTION

The presented invention includes a tubular, inflatable bladder and inflation nozzle. The bladder is made of plastic or similar airtight, pliable material. Sizes and dimensions of the bladder will vary depending on the embodiment. The inflation nozzle is a plastic nipple that allows inflation of the bladder. The nozzle is placed on the second side of the bladder, in the center of the circular face.

To use the invention, the user wedges the invention into the floor crevice of furniture, blocking access to the underside of the furniture in directions roughly perpendicular to its longitudinal direction. If the furniture's floor crevice is too low to accommodate the invention while the invention is fully inflated, the invention can be partially deflated to fit the available space and still function.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a front plain view of an inflatable bumper device (3 ft. version).
FIG. 2 is a front plain view of an inflatable bumper device (6 ft. version).
FIG. 3 is a left side view of the invention's first side (the same for either preferred embodiment).
FIG. 4 is a right side view of the invention's second side with blow-up nozzle (the same for either preferred embodiment).

Note: FIG. 3 and FIG. 4 pertain to both the 3 ft. and 6.ft. versions since the diameters are the same in both embodiments; only the lengths differ.

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DETAIL DESCRIPTIONS OF THE INVENTION

All illustrations of the drawings are for the purpose of describing selected versions of the present invention and are not intended to limit the scope of the present invention. Inflatable devices can come in a plurality of forms, including rings, sleeves, squares, and any other manner of inflatable shapes that can be manufactured. The invention requires no power source.

The presented invention comprises of three main components, including a bladder (which is tubular and inflatable), a first side, and a second side. Each main component is comprised of other subcomponents.

Before going into the components in detail, material composition is discussed. The bladder material is comprised of plastic or similar airtight, pliable material. The material should be easy to clean and easy to manufacture. The invention's materials should be sufficiently durable to function in a household environment, and not be exposed to harsh climate elements such as extreme heat.

The first component is the bladder, itself comprised of a first bladder half, second bladder half, a first opening, and a second opening. Overall, the bladder is tubular in shape when inflated. When completely deflated it appears to be a flat rectangle. For the purposes of discussion of components, the bladder is defined as not being capped at either end. (The caps are termed the first side and second side, and discussed as separate components.)

In terms of arrangement and components, the first bladder half and second bladder half are identical rectangles of the aforementioned material. Sizes and dimensions of a bladder half will vary depending on the embodiment. There are two preferred embodiments. Referencing FIG. 1, in the first preferred embodiment, a bladder half is 3 feet in length. Referencing FIG. 2, in the second preferred embodiment, a bladder half is 6 feet in length. In either embodiment the height of a bladder half is 9.03 inches. The first bladder half and second bladder half are joined together; top edge to top edge, bottom edge to bottom edge. These joins can be sewn to be airtight, glued at the seams to be airtight, or sealed in another airtight fashion. Thus, when the first bladder half and second

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bladder half are joined in such a manner, and the bladder is inflated, the bladder has circular openings at either end that are 5 ¾ inches in diameter. These circular openings are termed the first opening and second opening.

In preferred embodiments, the bladder is capped at either end by the first side and the second side. Specifically, the first side caps the first opening, and the second side caps the second opening. These joins are also done through airtight stitching, glued seams, or other airtight sealing methods. In the preferred embodiments, the first side and second side have equal diameters of 5 ¾ inches, the same diameter as the openings.

As seen in FIG. 3, the first side comprises a circle of airtight material. This first side caps the first opening of the bladder, and forms an airtight seal. Unlike the second side, there is no hole or inflation nozzle.

As seen in FIG. 4, the second side comprises a circle of material, a hole, a bladder, and an inflation nozzle. Again, the second side caps the second opening of the bladder, forming an airtight seal. The circle of material comprises of the same material as the bladder. The hole is bored into the center of the circle. The hole is the same diameter as the inflation nozzle. In either preferred embodiment, this nozzle is affixed to the hole in an airtight manner, usually with glue seals, although this is not the only method.

In its preferred embodiments, the bladder, first side, and second side section are colored black, to better blend into the shadows and be unobtrusive in appearance.

While deflated, for either preferred embodiment, the invention should weigh less than 0.25 pounds. In shipping, the invention should be in deflated form to conserve space.

In usage, the invention is placed under beds, couches or furniture to stop toys and/or balls from going underneath. If the space is smaller, the invention can be deflated to fit the available space.

Although the invention has been explained in relation to its preferred embodiment, it is to be understood that many other possible modifications and variations can be made without departing from the spirit and scope of the invention. Obvious changes, modifications, and substitutions may be made by those skilled in the art to achieve the same purpose as the invention. The exemplary embodiments are merely examples and are not intended to limit the scope of the invention. It is intended that the

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present invention cover all other embodiments that are within the scope of the descriptions and their equivalents.

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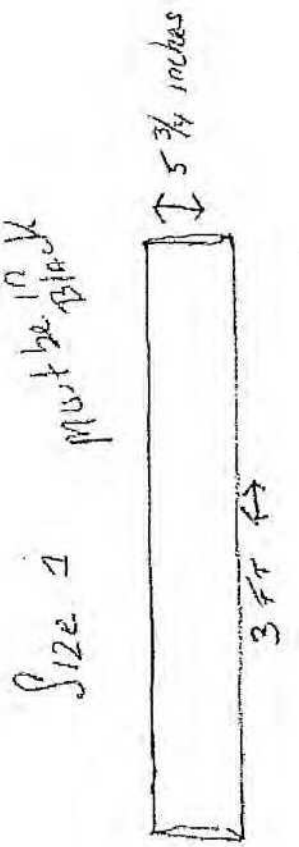


FIG. 1

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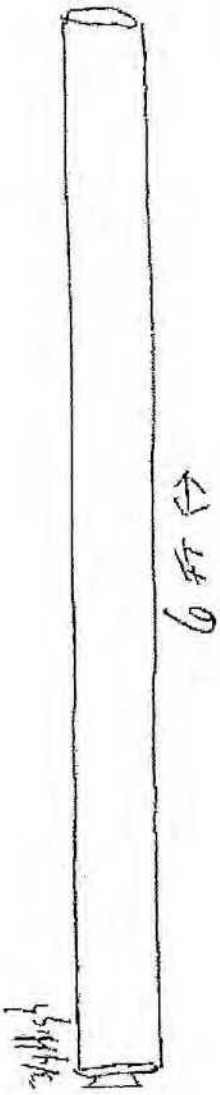


FIG. 2

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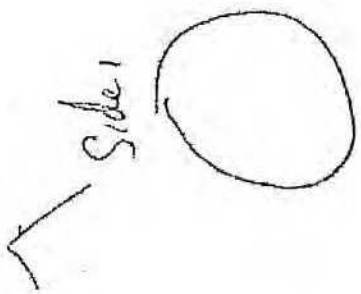


FIG. 3

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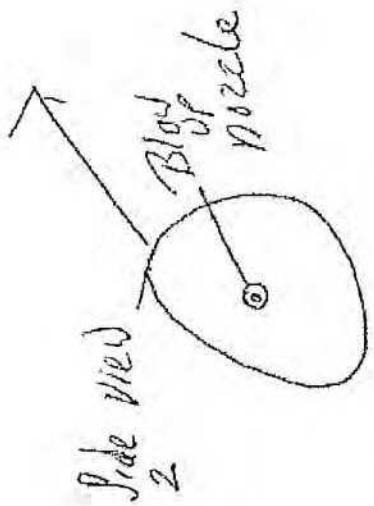


FIG. 4

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Comprehensive Patent Search Report

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About the Patent Search Report

A patent search report uncovers inventions similar to yours. Each similar invention found is called a "prior art" and are all inventions disclosed before yours. To be granted a patent by the US Patent & Trademark Office (USPTO), Patent Office examiners must determine that your invention meets the three patenting criteria of being *novel, non-obvious, and useful* when compared to prior art.

Having a patent search report provides you with valuable information. The report will show you prior art that may be used by the USPTO when examining your invention. Using this information, you can make a preliminary assessment towards whether or not the USPTO will consider your invention novel, non-obvious, and useful. You can then decide if you wish to continue to file a patent application. In addition, you can make changes or additions to your invention in order to make it more unique, before submitting a patent application.

Search Overview

Inventor Name:	Steven Harris
Invention Title:	Teddy's Bally Bumpers
Docket Number:	TPP19089
Search Type:	Comprehensive
Fields of Search:	US patents & published patents pending European patents & published patents pending International patents within last 30 years

Disclaimer: This patent search report represents the best efforts of a professional patent searcher to find relevant prior art. There is no guarantee that all relevant prior art has been identified or that all prior art which may be cited by a US Patent Office patent examiner has been listed. Whether an invention is patentable is a subjective determination based on whether a patent examiner believes the invention is novel and nonobvious when compared to relevant prior art. What is relevant prior art is subjective, therefore it is entirely possible for a patent application to be rejected based on prior art not listed in this patent search report. The opinions in this patent search report are the searcher's professional interpretation for information purposes only and do not guarantee that an invention can or cannot be patented, nor does it constitute legal advice. The ultimate determination of patentability is made by the US Patent & Trademark Office.

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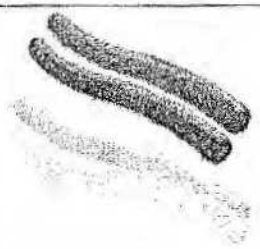
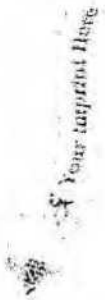
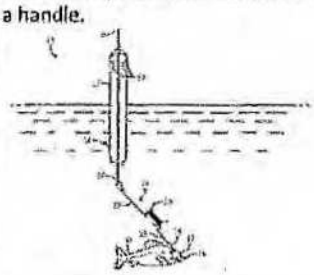
PRIOR ART

Prior art which is relevant to your invention is listed in the table below. For each prior art, a rank number is assigned which represents how important the particular prior art is to your invention. A smaller rank number represents a prior art that is more relevant than a prior art with a larger rank number. Full copies of the prior art listed are in the Prior Art Portfolio, a separate file or document.

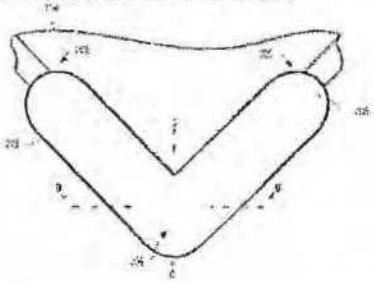
When browsing through the prior art, it will be beneficial to write down how your invention is different and how it may overcome the prior art's shortcomings. Including this information will benefit your patent application.

Rank	Document Number	Invention Title / Similarities Noted & Comments
2	(10) Amazon- WOW Sports Water Pickle Inflatable Pool Noodle URL(s): http://www.amazon.com/WOW-Sports-Pickle-Inflatable-Noodle/dp/B00HSU54TC/ref=sr_1_7?ie=UTF8&qid=1403804529&sr=8-7&keywords=inflatable+noodles http://www.wowwatersports.com/wate-pickle.html	WOW Sports Water Pickle Inflatable Pool Noodle* This is an inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device. Unlike your invention, the nozzle in this invention is recessed. This invention is used for a pool instead of inside the home. However, in patenting, where an invention is used is not important. The US Patent Office focuses on the components of the invention, how it is put together, as opposed to where the invention is used for. This is an important concept relevant to your invention.  * *Any form of public disclosure can be used as prior art, including un-patented inventions, products, and any information found on the World Wide Web.*
3	Amazon - INTEX Twisty Tubes Swimming Pool Inflatable Noodle Toy URL(s): http://www.amazon.com/Twisty-Swimming-Inflatable-Noodle-56510EP/dp/B00BYAR54E	INTEX Twisty Tubes Swimming Pool Inflatable Noodle Toy (4 Pack) | 56510EP This is another inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device. Unlike your invention, the arrangement of the bladder section is shaped to be "twisty" and undulating.

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3	Custom Inflatable Spirit Noodle URL(s): http://www.gamedaynoisemakers.com/Cheer-Stick-Noisemakers/Custom-Inflatable-Spirit-Noodle?pla=1&gclid=CICM8o-LmL8CFcvm7AodDUYAIg	Custom Inflatable Spirit Noodle This is a third inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device. Unlike your invention, and similar to the INTEX Twisty Tubes, the arrangement of the bladder section is shaped to be undulating. 
3	US20140033598A1	INFLATABLE FISHING DEVICE This is an inflatable fishing device with a component very similar to your invention. The inflatable fishing device may include an inflatable tube. Unlike your invention, entry and exit of air are handled by different components. The invention makes use of a nozzle for inflation, and a separate "release port" for gas venting. Also unlike your invention, the inflatable tube may also include a handle. 

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4	Amazon - The Shrunks Sleep Secure Inflatable Bed Rail URL(s): http://www.amazon.com/The-Shrunks-Sleep-Secure-Inflatable/dp/B003PGRHRU/ref=sr_1_2?ie=UTF8&qid=1403804923&sr=8-2&keywords=inflatable+bumpers http://www.diapers.com/p/productname-175526?utm_source=Google&utm_medium=cpc_D&utm_campaign=DynSearchAd&utm_content=Dynamic	The Shrunks Sleep Secure Inflatable Bed Rail This is an inflatable bed rail. The arrangement is different, as the bladder is shaped more like a long triangular prism. Also, instead of a nozzle for inflation-by-mouth, this invention utilizes a foot pump. Perspective view:  Rear view with pump: 
5	US20090200445A1	INFLATABLE TODDLER BUMPERS This is an inflatable, toddler bumper to prevent injury to a toddler from contact with a corner of a wall or a table. The arrangement of this invention is different from yours in the sense that the bladder is L-shaped to fit around a corner. Like your invention, it has a nozzle (which it calls an "inflation point") at the end of the bladder. 
9	List of inflatable manufactured goods - Wikipedia, the free encyclopedia URL(s): http://en.wikipedia.org/wiki/List_of_inflatable_manufactured_goods	List of inflatable manufactured goods This is a Wiki article listing a variety of inflatable manufactured goods that have been produced over the years. It is not directly related to the components or arrangements of your invention in particular, but it is a good reference to see what inflatable devices have been made in the past.

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Unique Aspects of Your Invention

These are components or aspects of your invention which are unique when compared to the prior art. These will be used to argue approval of a patent application. Ensure that unique aspects of your invention are clearly explained in detail. It is beneficial to have as many unique aspects as possible. You may be able to improve on the similarities in the table at the top of the page and convert them into a unique aspect for your invention.

- Smaller size than traditional inflatable pool noodles.
- Black coloring. Device is explicitly colored black.
- Your invention used as a furniture bumper (what the invention is used for)

Utility and/or Design Suitability

Utility patents and design patents work in parallel with each other. One is not a replacement for the other. Utility patent protects functionality whereas design patent protects only the exterior shape of a product. For example, Apple has utility patents to protect the iPhone's function but also has design patents to protect the iPhone's exterior body shape.

Below is whether your invention is suitable for utility patent and design patent. If suitable for both, you can decide to file both to protect the function (utility) and exterior shape (design).

Suitable for Utility Patent	Suitable for Design Patent
Protects the functionality, components, and how it works.	*Protects the exterior shape. Does not protect functionality.*
Yes	Yes

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CHANCES OF APPROVAL FOR UTILITY PATENT

Our opinion as to the likelihood your invention will pass each of the three patentability criteria if submitted to the US Patent Office as a non-provisional utility patent application.

NOVEL	NON-OBVIOUS	USEFUL
Low	Fair	Good

OVERALL CHANCE OF UTILITY APPROVAL

Based on our review if an objection of your patent application were to arise it may be overcome or avoided with more detailed novelty disclosure and patent drafting strategy.

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Analysis & Recommendations

Our analysis as to the patentability of your invention along with any recommendations to increase the chances of patent application approval.

Based on the patent search, we are able to learn valuable information regarding the patentability of your invention along with possible strategies to increase the chances of eventual patent success. During our search we have found several inventions related to the inflatable furniture bumper you have presented to us.

The invention we have found that is most similar to the invention you have disclosed to us is the "WOW Sports Water Pickle Inflatable Pool Noodle." This is an inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device. Unlike your invention, the nozzle in this invention is recessed.

In terms of components, your invention and the "WOW Sports Water Pickle Inflatable Pool Noodle" are identical. However, the arrangement is slightly different; in the Water Pickle, the nozzle is recessed and does not protrude from the body of the bladder.

More details on the "WOW Sports Water Pickle Inflatable Pool Noodle" can be found in the URL link included in the prior art table above.

One notable prior art is "The Shrunks Sleep Secure Inflatable Bed Rail." This is an inflatable bed rail. The arrangement is different, as the bladder is shaped more like a long triangular prism. Also, instead of a nozzle for inflation-by-mouth, this invention utilizes a foot pump. When deflated for shipping the device weighs 1.3 pounds.

Another notable prior art is US20140033598A1, "INFLATABLE FISHING DEVICE." This is an inflatable fishing device with a component very similar to your invention. The inflatable fishing device may include an inflatable tube. Unlike your invention, entry and exit of air are handled by different components. The invention makes use of a nozzle for inflation, and a separate "release port" for gas venting. Also unlike your invention, the inflatable tube may also include a handle.

The remainder of the prior art is generally unremarkable. They are essentially variations of inflatable pool noodles, have different inflation methods, or are shaped somewhat differently.

The patent office looks to three criteria when judging an invention's patent application for approval: novelty, usefulness, and non-obviousness. We have evaluated your invention based on the same three criteria to give our best estimation as to what a patent examiner would say after reviewing your disclosure.

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In terms of novelty, a patent examiner looks at all the components of the prior art and compares it with the components of your invention. If there is a unique component of your invention that the prior art does not have, then your invention can possibly be considered novel.

The usefulness of your invention is clearly good! The ability to mitigate the chances of balls and toys from rolling under furniture is clearly a benefit to pet owners and guardians of young children. It relives the burden of bending down into uncomfortable and potentially health-hazardous positions to retrieve small objects. As you mentioned, this is particularly useful for those with chiropractic/spinal issues.

The concept of non-obviousness, however, is a more subjective concept compared to the other two criteria. This criterion pertains to whether or not an invention can be considered as easily anticipated in light of previous inventions, or if the functionality, components and arrangement of components could similarly be easily foreseen. The patent examiner will ask themselves, "would a mechanical engineer, pet store owner, or childcare professional consider this device obvious? Could it have been foreseen based on the capabilities of such devices? Would it be obvious to place an inflatable under a sofa's floor crevice to keep small toys from rolling under? While it's possible for someone to see that the invention may be used in such a way, the ultimate decision will be on the patent examiner in charge of your application.

Our evaluation for non-obviousness is Fair. On one hand, wedging an object under the sofa to block entrance of small objects is not a particularly complicated concept. On the other hand, your approach to the problem is different from furniture makers, even if the actual apparatus is similar to existing devices. As you had stated in your disclosure to us, many sofa skirts are attached by clips, and are made of cloth. These can be ugly and easily torn by pets. Wedging an inflatable device under the sofa as an alternative form of ball deterrent may not necessarily be obvious to the creators of sofa skirts. As mentioned, the ultimate decision regarding non-obviousness depends on the patent examiner.

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In considering the three criteria discussed above, we believe that your method would b considered to have a fair chance of being approved for a patent by the patent office. Notably, if you were to elaborate more upon the technical processes behind your invention, the better your chances of patentability. The more detailed, the better.

If you believe that your invention may be considered to be obvious in light of the prior art there are several steps that can be taken to increase the uniqueness of your invention. First, take a look at the prior art. Knowledge of the unique aspects in prior inventions allows you to possibly incorporate them into your design or simply just work around them. Brainstorm any additional functions or components you would like to include with your invention. The more unique aspects an invention can be considered to have, the greater the chance of patentability of that invention. Remember to try to include all these aspects in your design before filing. Once you file your invention's application for approval, the application cannot be changed or amended unless you repeat the application process over.

Also, to help you on your way, remember that concepts cannot be patented, only components and arrangement (for physical apparatus), and methods and processes. Just because there are inflatable-tubes-with-nozzles, doesn't mean you cannot patent a different one! The patent holders of the prior art do NOT have a monopoly on such inflatable devices. All you need are a few additional novel and non-obvious components to an existing invention to have a brand new patent. (Usefulness is not an issue since we agree your invention is quite useful.)

To aid you in your revisions, we have some suggestions that directly pertain to your invention. Some questions you may wish to consider:

You may wish to include a handle or grip of some kind for the device, as seen in US20140033598A1 "INFLATABLE FISHING DEVICE." Because the invention is wedged underneath heavy furniture, adding a handle for easy retrieval would be very helpful. This would also help prevent the invention from suffering the same problem as the balls it is supposed to block.

You may wish to consider including a recessed nozzle, as in the "WOW Sports Water Pickle Inflatable Pool Noodle." This would protect the nozzle from being easily torn or grabbed by a curious pet. Perhaps you can add a cover flap of some kind as well.

It may be helpful to include an exterior "bite bag" to hold the bladder device. This can be a tough material like canvas, burlap, denim, or thick plastic. One possible option is a fine wire mesh similar to chain mail, this would be very puncture-resistant yet flexible. This way if a dog or other pet manages to grab hold of the invention with its teeth, the bite bag will offer some degree of protection against penetration of the bladder. This would be useful because if the bladder is punctured and deflated, there does not seem to be any way to fix it easily.

In terms of a design patent, if you modify the shape of your invention's bladder, it may be possible for you to apply for a design patent. In the above prior art, the "twisty" inflatable noodles have design-patent eligible forms. For example, if you design your invention in the form of a pencil, or shape it in the form of your family crest, it may be applicable for a design patent.

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As you revise your invention, please recall that you can still create an inflatable furniture bumper – the technology that you use simply has to be different from the existing technology that is out there.

Once you have concluded that you have maximized the uniqueness of your invention in light of the concepts mentioned above, let your invention consultant know you are ready to proceed forward with a patent application.

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BAYLOR UNIVERSITY
INNOVATION EVALUATION

Steven Harris
World Patent Marketing
Teddy's Bally Bumper

Our initial evaluation of your innovation has been completed. Thirty-three (33) areas of concern for new product introduction are grouped into five (5) major factors.

The completion phrase(s) given for each of the thirty-three (33) areas of concern correspond to the judgment of several evaluators.

Their responses have been averaged by the computer and the appropriate completion phrase(s) to each area of concern is printed below.

If two phrases are printed for an area of concern, then the score for your innovation falls between the two possible completion phrases.

The preliminary evaluation should provide you with some indication of the marketability and probable success of your innovation.

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SOCIETAL FACTORS

1. LEGALITY: In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product might:

Might require minor changes

2. SAFETY: Considering potential hazards and side effects, the use will be:

Safe when used as intended, with no foreseeable hazards

3. ENVIRONMENTAL IMPACT: In terms of pollution, litter, misuse of natural resources, etc., use might:

Have no effect on the environment

4. SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the general welfare of society, use might…

Have no effect on society

COMMENTS:

none

AMERICAN OVERSIGHT

BUSINESS RISK FACTORS

5. FUNCTIONAL FEASIBILITY: In terms of intended functions, will it actually do what it is intended to do?

It will work but minor changes might be needed

6. PRODUCTION FEASIBILITY: With regard to technical processes or equipment required for production, this invention will...

Have only minor problems

7. STAGE OF DEVELOPMENT: Based on the available information, there is:

A rough prototype which demonstrates the concept but is not fully developed and

8. INVESTMENT COSTS: The amount of capital and other costs necessary for development to the market-ready stage would be:

Moderate - recoverable in five years

9. PAYBACK PERIOD: The expected payback period (time required to recover initial investment) is likely to be:

1 to 3 years

10. PROFITABILITY: Profitability is defined as the extent to which anticipated revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues might:

Might cover direct and indirect costs and meet minimum capital costs (ROI)

11. MARKETING RESEARCH: The marketing research required to develop a market-ready product is estimated to be:

Relatively easy and simple

12. RESEARCH AND DEVELOPMENT: The research and development required to reach the production-ready stage is likely to be:

Relatively easy and simple

COMMENTS:

none

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DEMAND ANALYSIS FACTORS

13. POTENTIAL MARKET: The total market for products of this type might be:

Medium - limited national market

14. POTENTIAL SALES: Expected sales of this product might be:

Small

15. TREND OF DEMAND: The market demand for products of this type appears to be:

Growing slowly

16. STABILITY OF DEMAND: The fluctuation in demand is likely to be:

Predictable

17. PRODUCT LIFE CYCLE: The product life cycle is likely to be:

Eight to ten years

18. PRODUCT LINE POTENTIAL: The potential for additional products, multiple styles, qualities, price ranges, etc. is likely to be:

Limited to minor modifications only

COMMENTS

none

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MARKET ACCEPTANCE FACTORS

19. COMPATIBILITY: Compatibility with existing attitudes and methods of use is likely to be:

Moderate - no negative effects

20. LEARNING: The amount of learning required for correct use is:

Low - minimal instructions needed

21. NEED: The level of need filled or utility provided by this innovation is:

Low - would only superficially fulfill psychological non-essential needs

22. DEPENDENCE: The degree to which the sale or use of this product is dependent upon other products, processes or systems is:

Low - strong market control

23. VISIBILITY: The advantages and benefits are:

Moderately visible - requires some explanation

24. PROMOTION: The costs and effort required to promote the advantages, features, and benefits are likely to be:

Moderate - commensurate with expected sales

25. DISTRIBUTION: The cost and difficulty of establishing distribution channels are likely to be:

Moderate - commensurate with expected sales

26. SERVICE: The cost and difficulty associated with providing product service is likely to be:

Low - need for service and parts will be infrequent

COMMENTS

none

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COMPETITIVE FACTORS

27. APPEARANCE: Relative to competition and/or substitutes, appearance is likely to be perceived as:

Superior - has customer appeal

28. FUNCTION: Relative to competing and/or substitute products, services or processes, the function performed might be perceived as:

Similar - not noticeably better

29. DURABILITY: Relative to competition and/or substitutes, durability of this product will likely be perceived as:

Similar - not noticeably better

30. PRICE: Relative to competition and/or substitute products, the selling price is likely to be:

About the same

31. EXISTING COMPETITION: Existing competition for this innovation appears to be:

Low - a significant market share can be gained

32. NEW COMPETITION: Competition from new entrants or competitive action is expected to be:

Low - product lead will be relatively long

33. PROTECTION: Considering patents (or copyrights), technical difficulty, and secrecy, the prospects for protection appear to be:

May be patented, copyrighted, and/or short run secrecy possible

COMMENTS:

none

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BAYLOR UNIVERSITY
INNOVATION EVALUATION

CRITICAL VALUE SCORE
80

AGGREGATE VALUE SCORE
70

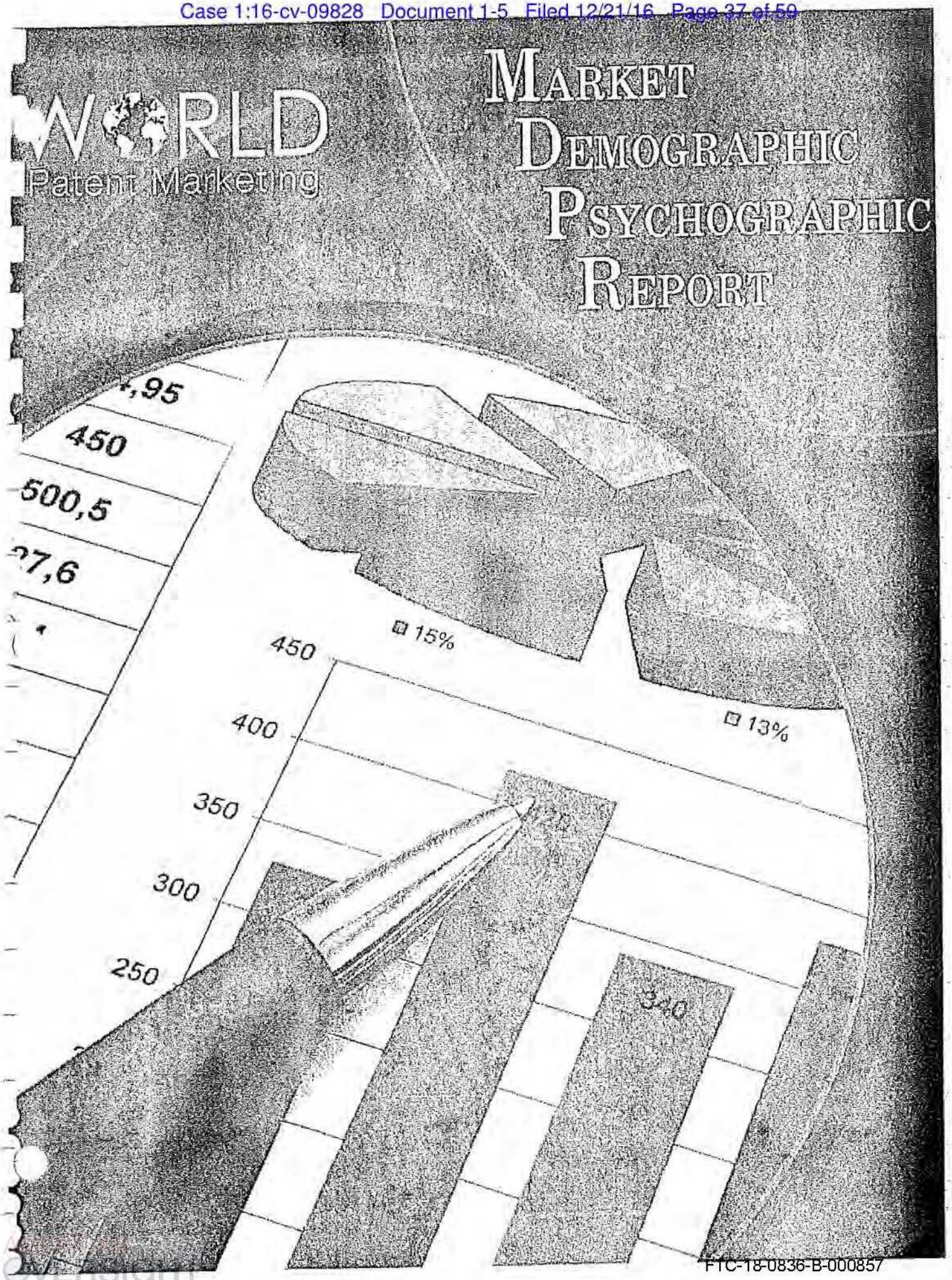
ESTIMATE OF SUCCESS SCORE
71

Likelihood Question: Likelihood estimate as shown above is in our opinion, the likelihood of this idea, process or product being successful in the marketplace. (see chart below)

Definitely Not Successful (0 - 19)	
Probably Not Successful (20 - 39)	
May be Successful (40 - 59)	
Probably Successful (60 - 79)	71
Definitely Successful (80 - 100)	

NOTE: This estimate should be interpreted as an overall summary, based on the 33 criteria of the likelihood of chance of success for your invention or new product idea. If this information seems to contradict some of the written responses for the criteria, it is because the estimate reflects the varying degrees of importance and the interrelationships of the 33 criteria. Consequently, you should place greater emphasis on this information than any specific criterion contained in your evaluation report.

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WORLD
Patent Marketing
MARKET
DEMOGRAPHIC
PSYCHOGRAPHIC
REPORT
,95
450
500,5
27,6
15%
13%
450
400
350
300
250
340

Pet Industry Market Size & Ownership Statistics

U.S. Pet Industry Spending Figures & Future Outlook

Total U.S. Pet Industry Expenditures

Year	Billion
2014	$58.51 Estimated
2013	$55.72 Actual
2012	$53.33
2011	$50.96
2010	$48.35
2009	$45.5
2008	$43.2
2007	$41.2
2006	$38.5
2005	$36.3
2004	$34.4
2003	$32.4
2002	$29.5
2001	$28.5
1998	$23
1996	$21
1994	$17

Estimated 2014 Sales within the U.S. Market

For 2014, it estimated that $58.51 billion will be spent on our pets in the U.S.

Estimated Breakdown:

Food	$22.62 billion
Supplies/OTC Medicine	$13.72 billion
Vet Care	$15.25 billion
live animal purchases	$2.19 billion
Pet Services: grooming & boarding	$4.73 billion

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Actual Sales within the U.S. Market in 2013

In 2013, $55.72 billion was spent on our pets in the U.S.

Breakdown:	
Food	$21.57 billion
Supplies/OTC Medicine	$13.14 billion
Vet Care	$14.37 billion
Live animal purchases	$2.23 billion
Pet Services: grooming & boarding	$4.41 billion

2013-2014 APPA National Pet Owners Survey Statistics: Pet Ownership & Annual Expenses

- According to the 2013-2014 APPA National Pet Owners Survey, 68% of U.S. households own a pet, which equates to 82.5 million homes
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet.

Breakdown of pet ownership in the U.S. according to the 2013-2014 APPA National Pet Owners Survey

Number of U.S. Households that Own a Pet (millions)

Bird	6.9
Cat	45.3
Dog	56.7
Horse	2.8
Freshwater Fish	14.3
Saltwater Fish	1.8
Reptile	5.6
Small Animal	6.9

Total Number of Pets Owned in the U.S. (millions)

Bird	20.6
Cat	95.6
Dog	83.3
Horse	8.3
Freshwater Fish	145.0
Saltwater Fish	13.6

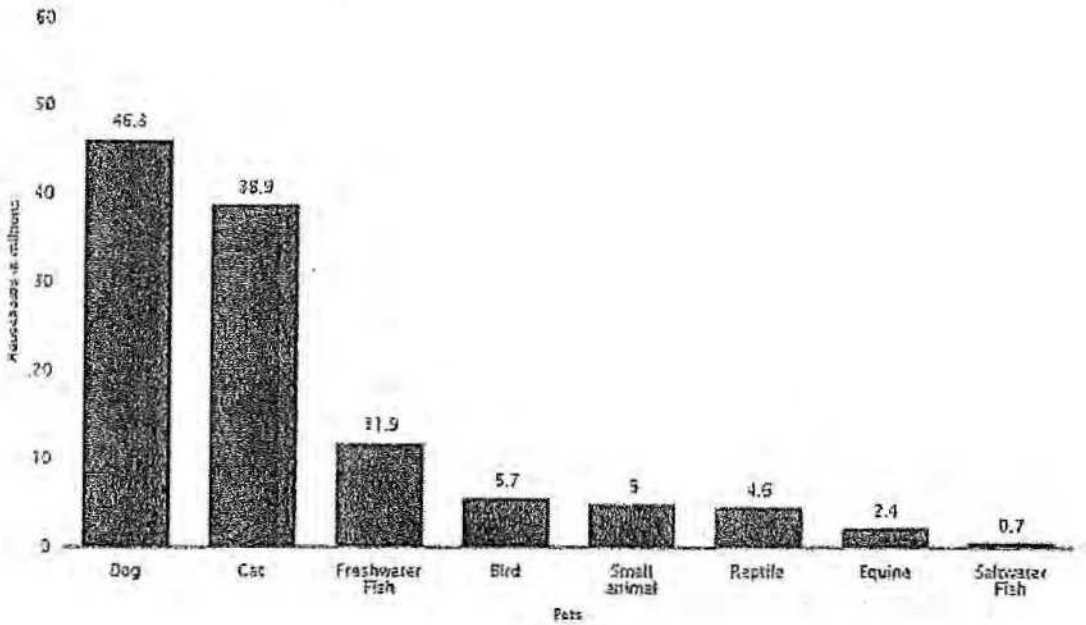
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Reptile	11.5
Small Animal	18.1

According to the 2013-2014 APPA National Pet Owners Survey, basic annual expenses for dog and cat owners in dollars include:

	Dogs	Cats
Surgical Vet Visits	$621	$382
Routine Vet	$231	$193
Food	$239	$203
Food Treats	$65	$36
Kennel Boarding	$327	$337
Vitamins	$64	$77
Groomer/Grooming Aids	$61	$20
Toys	$41	$23

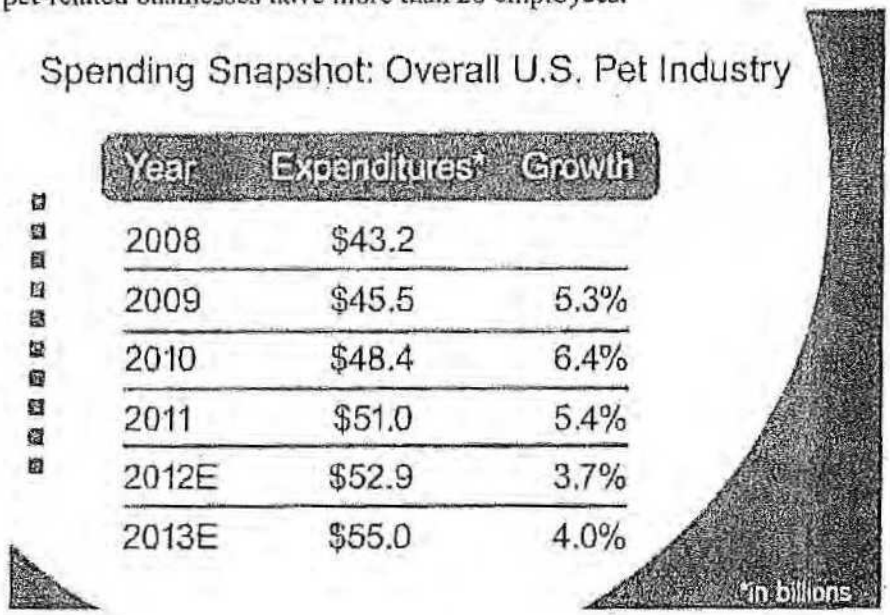
American households owning a pet in 2012, by species (in millions)



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Is your pet business stoked for the industry trends of 2014 and beyond? If you own a pet store or another pet-related enterprise, chances are your business concerns are similar to those of most pet operations across the United States.

You most likely belong to a group of small, independently owned pet businesses with either none or fewer than four employees. This is the case for 92.2 percent of all U.S. pet operations. Just 7.8 percent of pet-related businesses have more than 20 employees.



Spending Snapshot: Overall U.S. Pet Industry

Year	Expenditures*	Growth
2008	$43.2	
2009	$45.5	5.3%
2010	$48.4	6.4%
2011	$51.0	5.4%
2012E	$52.9	3.7%
2013E	$55.0	4.0%

*In billions

A number of different types of retail operations exist in the pet industry. These most often sell pets, pet foods and pet supplies, and provide pet grooming and boarding services. Other closely related industries are veterinarian services, which also occasionally retail pet foods and supplies, as well as pet insurance. The two national retail chains, PetSmart and PetCo, account for more than half of the industry revenue, with smaller stores and franchises accounting for the remainder.

A variety of specialized pet services and products have also emerged, largely the result of a "pet parenting" attitude among owners. This trend has been increasing for a number of years, but according to Moldway it reached a tipping point in 2005 and 2006 as increasing numbers of people are rewarding pets in human terms. Premium diets have become a mainstay for many pet owners.

Today there is a large demand in specialized diets for dogs, cats, birds and even reptiles, as well as specialized treats and supplements for a number of different household pets. Demand has also increased for specialized pet services such as dog walking and training. Premium services such as pet therapy sessions, full-service boarding in doggy hotels and even pet-only airplane flights have been increasing in popularity as well.

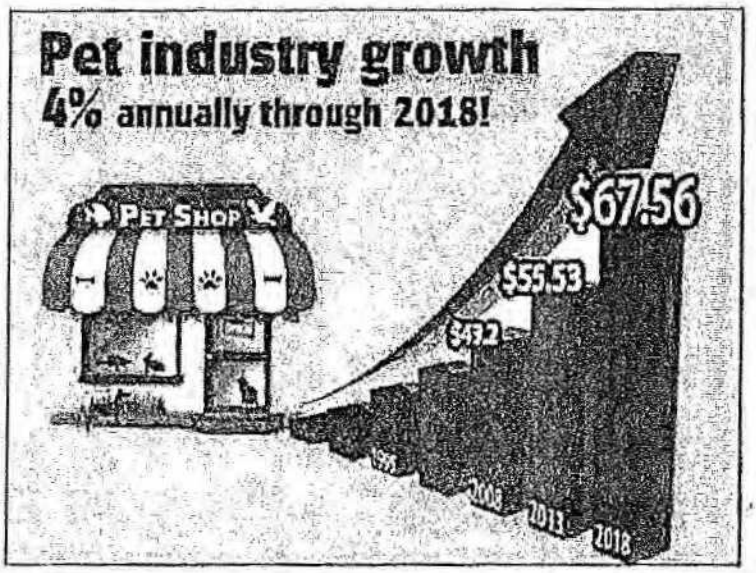
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The majority of pet businesses are independently owned and operated, and being small heightens their sensitivity to external market pressures. During the past five years, fluctuations in the economy have affected the buying decisions of pet owners. The demand for standard pet products stayed flat or decreased, while specialty pet products and services increased, pushing the industry revenues up overall, to an average of 3.4 percent annually.

With the economic downturn of the past five years followed by a slow recovery, it helps if you understand where the pet industry has been and where it is heading. Here's a brief overview of the past trends, where we are now and the future outlook. As a pet industry player you will quickly learn how you and your business can prosper.

Past Trends Leading into 2013

the overall economy has been shaky, but the pet industry was less affected by the recent recession than other retail sectors. The IBISWorld Industry Report shows that for 2008-13, the industry has averaged an overall 3.4 percent annual growth. The total U.S. pet industry expenditures for 2008 was $43.2 billion while it is estimated at $55.53 billion for 2013.



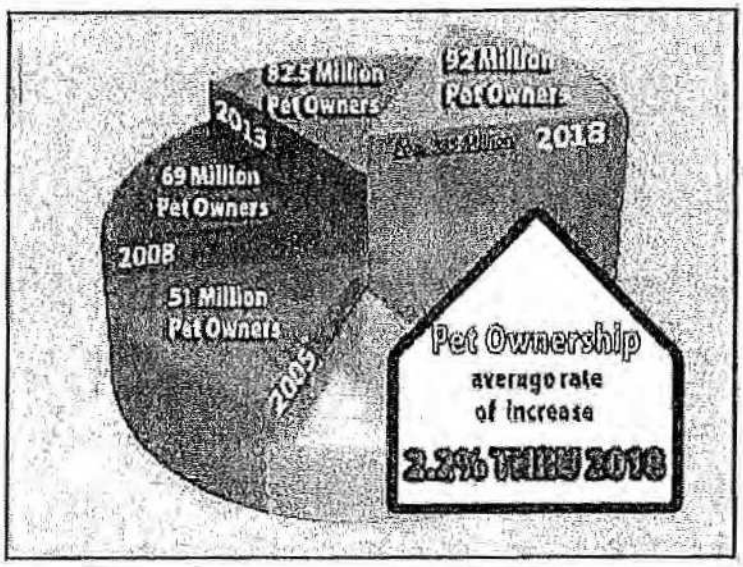
Although the industry did expand, growth had slowed significantly from earlier years. Surveys conducted in 2010 by Pet Business report a reduction in pet supply spending from 2008-10. During the past five years only supermarkets, mass merchandisers and large retailers benefited from the slowing economy, as they could offer discounted prices and the convenience of one-stop shops. Unfortunately, these tough times forced some smaller specialty retailers to exit the industry. In the five years preceding 2013, the number of pet industry operators contracted at an average annual rate of 0.9 percent to an estimated 13,470 companies.

On a positive note, the downturn prompted about 22 percent of small pet businesses to offset the decline in their retail product sales by adding other specialty pet services. Overall, the industry has continued to expand and is considered to be in the growth stage of its life cycle.

A consistent average growth (since 2008) is attributed to an increase in the number of pet owners along with an emerging trend of the humanization of pets. Owners more often see themselves as "pet parents," considering their pets as family members. This has increased demand for premium pet products and services. Consumers are indulging in all-natural and organic pet foods and treats and there is an increased demand for boarding, daycare, training, socialization services and more.

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Pet Trends into 2014 and Beyond



Going forward, growth in the pet industry is projected to be 4 percent annually through 2018. In the next five years, pet operations are projected to maintain strong growth. The number of households owning pets is expected to continue to increase along with an increase in discretionary income as the economic recovery takes hold. These two factors combined will continue to bolster the demand for premium products, foods and pet services.

Pet ownership is the key to increased growth in the industry. Ownership has been on the rise in the United States for the last two decades. The demand for pets, especially cats and dogs, is expected to continue to rise through 2018 and probably beyond. For the next five years, it is projected that the majority of new entrants into the pet-keeping hobby will be single-person households and the aging population.

The IBISWorld report estimates that the average rate of pet ownership will increase at 2.2 percent annually. According to studies by the APPA, in 1998 about 51 million households owned at least one pet, and by 2005 that number had reached 69 million. The most recent APPA study, the 2013-2014 APPA National Pet Owners Survey, estimates 82.5 million or 68 percent of American households are now pet owners.

Pet sales are normally a one-time purchase, so it represents only a small portion of the industry revenue. For 2013, IBISWorld tags the live-animal segment at about 5.6 percent of total industry revenue. The large retailers generally only sell fish and some small animals, and then partner with local pet adoption programs to provide dogs and cats. The independent, small retailers often sell all types of animals. These can include fish, birds, rabbits, a variety of small animals, a variety of reptiles and invertebrates, and cats and dogs.

Two other factors besides an increase in pet ownership are expected to influence an increase in business for independent retailers.

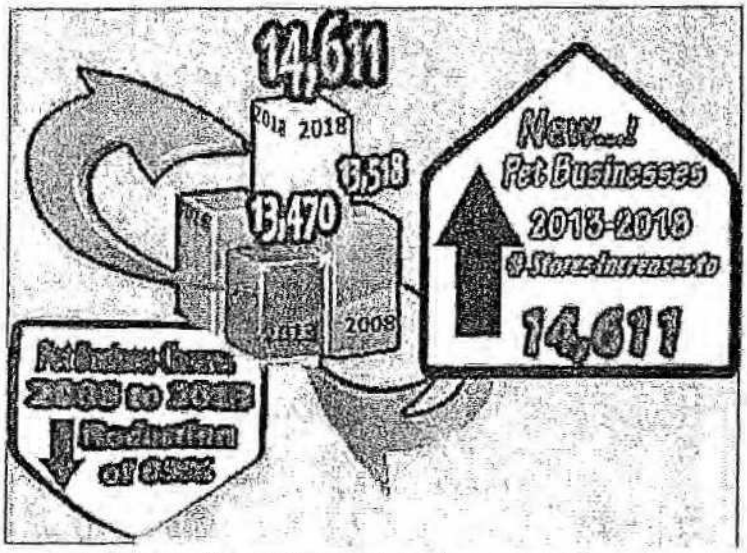
1. The recovering economy. This will provide consumers with more discretionary income.
2. The ongoing trend of pet humanization. This will spur demand for premium foods, upscale products, and more specialty services.

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Competition will continue from supermarkets and grocery stores that offer one-stop convenience. But consumers will also be seeking pet supply options based on factors other than low prices and return to smaller operators.

Specialty pet services have been the fastest growing segment in the industry. This segment will continue to grow as more pet owners consider animals to be valued members of their families. The IBISWorld report forecasts that the number of pet-related operations will also expand. The number of companies is projected to increase at an average annual rate of 1.6 percent. The number of businesses is expected to reach about 14,611 by 2018, well above the 13,470 in operation today.

Worldwide Pet Industry Trends



Both the United States and the United Kingdom have long been the leaders of the world pet market. But today a number of other countries are emerging as global pet industry forces.

The majority of the pet operations in the United States are small businesses that operate within a local or regional scope. The IBISWorld Industry Report states that globalization will not have an impact on the retail segment. However, at the manufacturing level, pet supplies are increasingly being imported and exported, and then sold in the domestic market.

A London-based market research firm, Euromonitor International, reports that the trend in world pet markets has increased exponentially within the last five years. According to the article, The World Pet Market Booms, Countries that are Experiencing Unprecedented Growth by Alissa Wolf, the industry insiders attribute this growth to global humanization of pets. Other cultures are also increasingly regarding companion animals as family members.

Wolf indicates that a boom in the world pet markets can be seen in a number of emerging countries. Not only have they experienced growth in their pet industries, some have also begun to schedule their first "Pet Expo"-type conventions. Some of these up and coming countries include:

- China, where ongoing economic improvement is providing more and more people with disposable income. It has begun to really take off within the last five years here.
- India too is growing, although the majority of the retailers are "mom and pop"-type outlets, and this country has been slow to adopt commercial pet foods. It has a long

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history of feeding pets homemade fare, but with an increase in two-income families and hectic lifestyles, it is expected to experience large growth in coming years.

- Russia has experienced a huge growth in the realm of commercial pet foods, notably in 2010-11.
- Other up-and-coming world pet markets include Japan, Vietnam and Latin America — where Brazil and Mexico are two of the upcoming superstars.

Pet Industry Future Outlook

The future looks bright in the pet industry. The economic downturn of the past five years is now being followed by a slow recovery, which is quite promising. For the small stores, the impact of competition from supermarkets and mass merchandisers has been strong and will continue. These outlets offer a range of pet products and foods in a moderate price range.

Larger pet retailers like PetSmart and PetCo will also continue to have a strong showing. They offer a broad range of pet foods, pet supplies and pet services ranging in quality and price. They can also buy in bulk, private label these items and subsequently sell them for a lower price, which helps give them an advantage.

Heading into 2014 and beyond, customers will continue to pamper their pets. And as they experience an increase in disposable income they will also be looking for more than low prices. Small business will benefit the most from this shift. Independent operators tend to be the most knowledgeable and experienced in the industry and are able to offer expert advice on a variety of pet-related issues.

As a small business, you need to look at incorporating specialty foods, products and services. You can outshine the competition in your ability to offer personalized customer services. You are more adaptable and can readily offer pet products, foods and services to meet the specific needs of your customers.

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United States: pet ownership in relation to disposable income per capita from 2007 to 2012

Search: Records: 10

Year	Per capita disposable income (in U.S. dollars)	Cats and dogs owned as pets (in millions)
2007	32,713	163
2008	33,197	165
2009	32,143	171
2010	32,446	175
2011	32,595	180
2012*	32,856	184

Pet ownership in the U.S. has more than tripled from the 1970s, when approximately 67 million households had pets, to 2012, when there were 164 million owned pets.

In other words, in 2012, 62 percent of American households included at least one pet.

That same year, according to the American Pet Products Association, Americans spent more than $50 billion on their beloved cats, dogs, and other animal companions.

U.S. pet-ownership estimates from the APPA for 2012

- 83.3 million—Number of owned dogs
- 47 percent—Percentage of households that own at least one dog
- 70 percent—Percentage of owners with one dog
- 20 percent—Percentage of owners with two dogs
- 10 percent—Percentage of owners with three or more dogs
- 1.47—Average number of owned dogs per household
- 20 percent—Percentage of owned dogs who were adopted from animal shelters
- $231—Average annual amount spent by dog owners on routine veterinary visits
- 83 percent—Percentage of owned dogs who are spayed or neutered
- Even—Proportion of male to female owned dogs

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- According to the U.S. Pet Ownership & Demographics Sourcebook by the American Veterinary Medical Association (AVMA), the state of Arkansas has the highest percentage of households that own a dog and Vermont the highest that own a cat. States that own the fewest dogs and cats are also named.
- The study was conducted in 2012, but is based on numbers from December 31, 2011; results are drawn from a survey of more than 50,000 households in the United States.

Top 10 pet-owning states (percentage of households that owned a pet):	**The 10 states with the fewest pet-owning households** (percentage of households that owned a pet):
1. Vermont: 70.8%	1. Rhode Island 53%
2. New Mexico: 67.6%	2. Minnesota: 53%
3. South Dakota: 65.6%	3. California: 52.9%
4. Oregon: 63.6%	4. Maryland: 52.3%
5. Maine: 62.9%	5. Illinois: 51.8%
6. Washington: 62.7%	6. Nebraska: 51.3%
7. Arkansas: 62.4%	7. Utah: 51.2%
8. West Virginia: 62.1%	8. New Jersey: 50.7%
9. Idaho: 62%	9. New York: 50.6%
10. Wyoming: 61.8%	10. Massachusetts: 50.4%

- *Note: The District of Columbia's pet ownership rate was the lowest at 21.9 percent.*

States with the most dog owners (percentage of households that owned a dog):	**States with the fewest dog owners** (percentage of households that owned a dog):
1. Arkansas: 47.9%	1. Illinois: 32.4%
2. New Mexico: 46%	2. New Jersey: 32.4%

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3. Kentucky: 45.9%	3. Minnesota: 31.9%
4. Missouri: 45.9%	4. Maryland: 30.8%
5. West Virginia: 45.8%	5. New Hampshire: 30.3%
6. Mississippi: 45.2%	6. Utah: 29.4%
7. Alabama: 44.1%	7. Rhode Island: 29.3%
8. Tennessee: 44.1%	8. New York: 29%
9. Texas: 44%	9. Connecticut: 28.3%
10. Oklahoma: 43.2%	10. Massachusetts: 23.6%

- *Note: The District of Columbia's dog ownership rate was the lowest at 13.1 percent.*

States with the most cat owners (percentage of households that owned a cat):	**States with the fewest cat owners** (percentage of households that owned a cat):
1. Vermont: 49.5%	1. California: 28.3%
2. Maine: 46.4%	2. South Carolina: 27.8%
3. Oregon: 40.2%	3. Rhode Island: 27.6
4. South Dakota: 39.1%	4. Alabama: 27.4%
5. Washington: 39%	5. Florida: 27.3%
6. West Virginia: 38.1%	6. Georgia: 27.3%
7. Kentucky: 36.8%	7. Illinois: 26.3%
8. Idaho: 34.6%	8. Louisiana: 25.9%
9. Indiana: 34.4%	9. New Jersey: 25.3%
10. New Hampshire: 34.2%	10. Utah: 24.6%

- *Note: The District of Columbia cat ownership rate was the lowest at 11.6 percent.*

Pet supply sales are expected to grow steadily in the coming years. To boost sales and stave off competition from private label and nontraditional marketers, companies must combat concerns regarding product safety, improve pet owner engagement, harness the power of the Millennial mom, and develop lifestyle products that resonate with pet owners.

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"Amazon.com emerges as the top website among consumers who purchased pet products online within the last 12 months, at **39%**, with Walmart at **12%**"

(Packaged Facts, U.S. Pet Market Outlook, 2012-2013)

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Pet Accessories Market UK 2013-2017

Pet accessories are part of the overall UK pet market which was valued at £4.8 billion at RSP in 2012. The pet accessories market accounts for an estimated 16% of this overall market, valued at approximately £779 million at RSP in 2012.

Dogs and cats are key to the pet accessories market performance, accounting for an estimated 30-35% share of the market respectively. Fish & reptiles continue to gain share on these established sectors, accounting for an estimated 12-16% share.

Pet accessories includes toys (accounting for around 30-35% of the market), care products (40-45%), housing, bedding & feeding (15-20%) and collars, leads & utility products (5-10%) and others' accounting for the remaining 1-2%.

Toys remain an important product sector the pet accessories market, with dog toys being the largest sector at around 38% of the market. This sector has benefited in recent years by the growing interest in marine systems and aquascaping, with demand for coral helping to increase sector share.

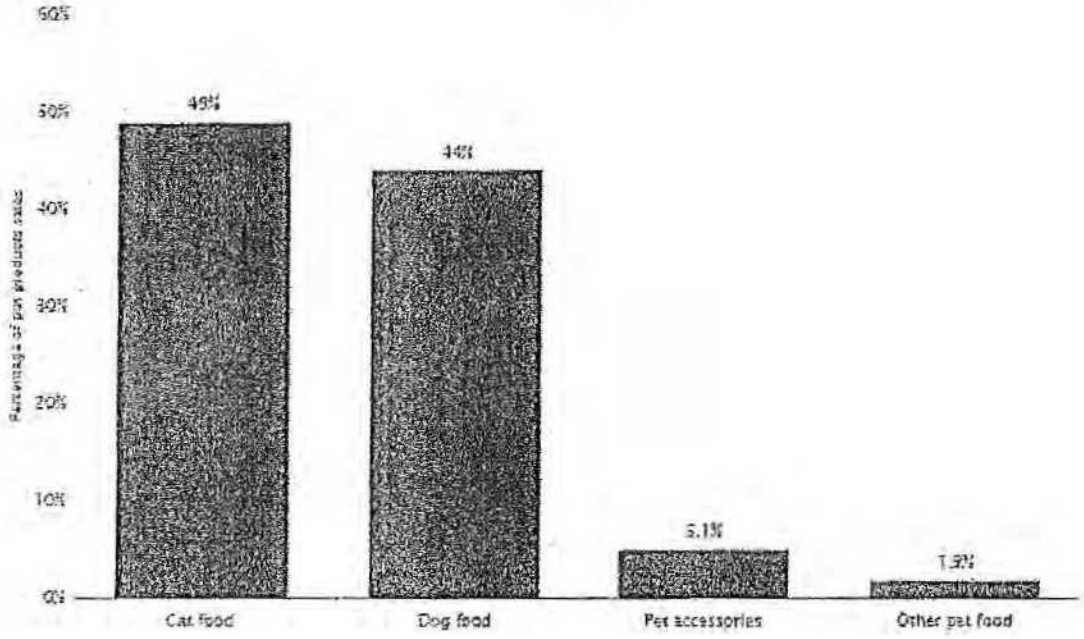
Housing, bedding and feeding equipment accounts for around 15-20% of the overall market and sector has seen differing performances of its sub-sectors during the recession, with aquariums (particularly marine systems) performing better than hutches and dog crates for example. The collars, leads and utilities products sector has lost share in recent years as the generally better quality product these days allows pet owners to defer replacing these items.

The pet accessories market is highly fragmented in terms of suppliers, product ranges and distribution structures. Imports continue to be a feature of the market, particularly in the bedding and toys sector.

Pet superstores continue to be the key distribution channel, accounting for around 35-38% share of the market, benefiting from Pets at Home continued network expansion. Independent pet stores are also important distributors, although their share has declined in recent years. Growing channels include the grocery multiples and the Internet, with the latter being a buying platform as well as an important source of communication between manufactures, suppliers and pet owners.

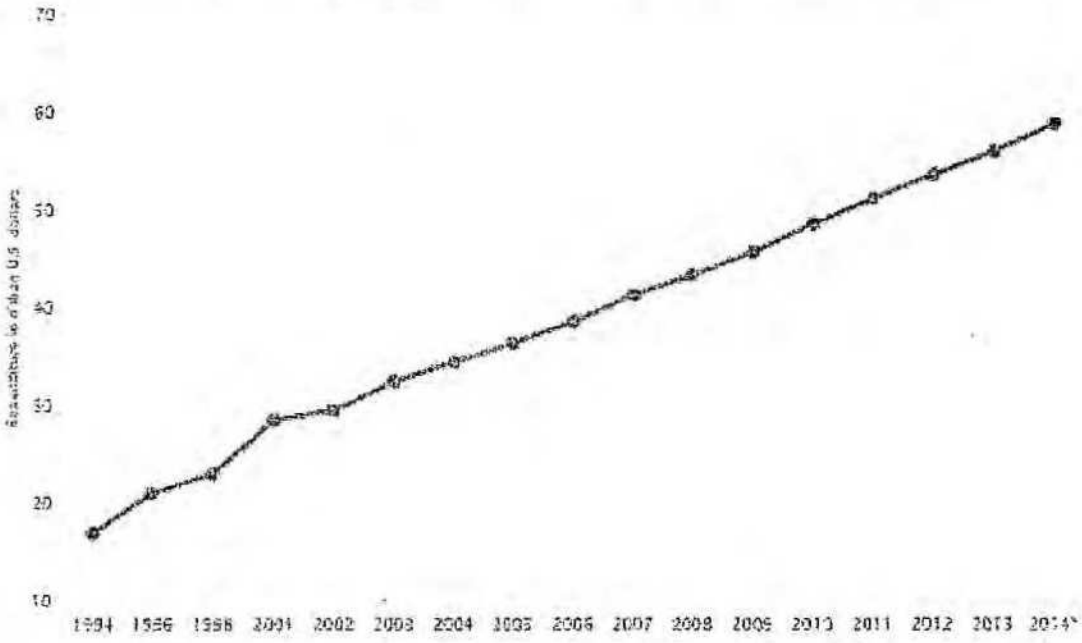
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Market share of sales value for pet food and accessories in the United Kingdom (UK) in 2013, by category



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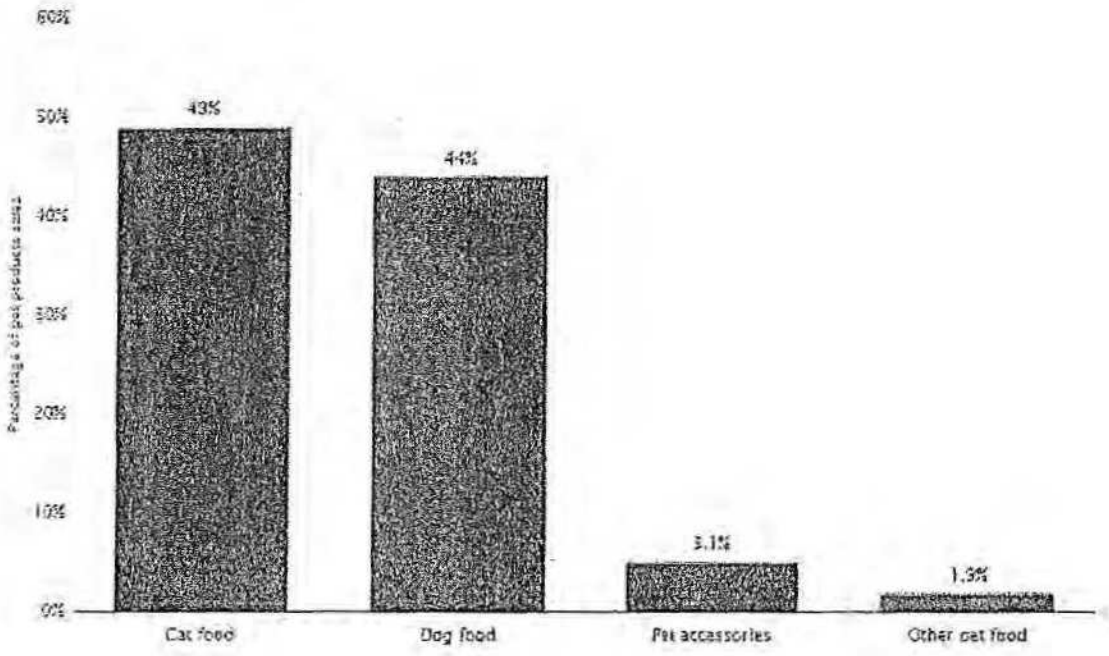
Pet industry expenditure in the United States from 1994 to 2014 (in billion U.S. dollars)



The timeline depicts the pet industry expenditure in the United States from 1994 to 2013 and provides a forecast for 2014. U.S. consumers spent 48.35 billion U.S. dollars on the pet industry in 2010. Expenditure are projected to climb to 58.51 billion U.S. dollars by 2014.

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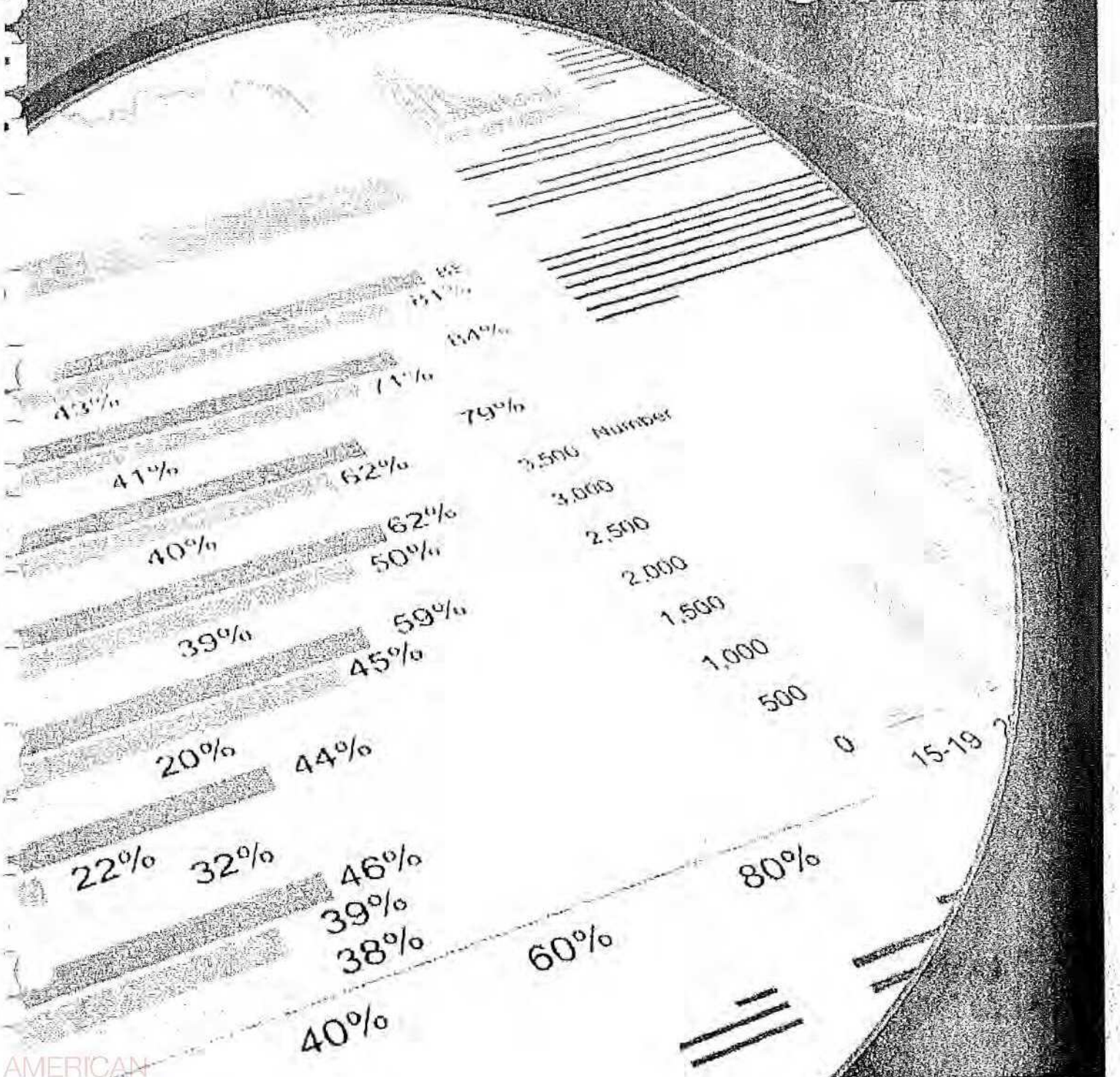
Market share of sales value for pet food and accessories in the United Kingdom (UK) in 2013, by category



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SIC & NAICS CODING



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Pet Products Manufacturing

SIC Codes: 2499 3131
NAICS Codes: 316998

AFCO Distribution -
11016 E. Montgomery Ave
Spokane Valley, WA
Contact: **Lloyd Campbell**
Phone: (509) 455-7471
Fax: (509) 455-5635
Web: www.afcodistribution.com

Alaska Naturals Pet Product -
400 W Orchard Driver
Bellingham, WA 98225
Contact: **Jon Wooner**
Phone: (360) 740-7816
Fax: (360) 740-7819
Email: info@alaskanaturalspet.com
Web: www.alaskanaturalspet.com

American Distribution & Manufacturing Company -
7900 97th Street South
Cottage Grove, MN
Contact: **Jon Duclos**
Phone: (651) 451-1349
Fax: (651) 451-0708
Email: info@admcmn.com
Web: www.admcmn.com

Animal Supply Company -
32001 32nd Ave., S, Suite 420
Federal Way, WA 98001
Contact: **Jeff Sutherland**
Phone: (253) 237-0400
Fax: (253) 874-5700
Email: products@animalsupply.com
Web: www.animalsupply.com

Animal Supply Company Stockton -
1111 Runway Drive
Stockton, CA 95206
Contact: **Andrey Legkiy**
Phone: (209) 944-1118
Fax: (209) 944-7775
Email: products@animalsupply.com

Animal Supply-SCA -
8550 Chette Ave, Suite A
Whitter, CA 90606
Contact: **Robert Johnson**
Phone: (562) 236-8440
Fax: (323) 346-0771

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NAICS Codes: 316998

AVEEVA PET INC. -
905 Cross Keys Drive
Doylestown, PA 18902
Contact: **William Ephraim**
Phone: (215) 489-2550
Fax: (215) 489-2599

Ferrera Farms Naturals -
800 Dillon Drive
Wood Dale , IL 60191
Contact: **Charles Ferreira**
Phone: (630) 595-4925
Fax: (630) 595-9635
Email: sales@ferrerafarmsnaturals.com
Web: www.ferrerafarmsnaturals.com

Freshpet -
400 Plaza Dr.
Secaucus, NJ 7094
Contact: **Cathal Walsh**
Phone: (201) 520-4076
Fax: (201) 348-1909
Web: www.freshpet.net

Fromm Family Foods LLC -
13145 N. Green Bay Road
P O Box 365
Mequon, WI 53092
Contact: **Thomas Nieman**
Phone: (262) 242-2200
Fax: (262) 242-3571
Web: www.frommfamily.com

Frontier Distributing, Inc. -
P.O. Box 458
201 E. Drahner Road
Oxford, MI 48371
Contact: **Mark Smith**
Phone: (248) 969-2000
Fax: (248) 969-2005
Email: info@frontierdistributing.com
Web: www.frontierdistributing.com

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Pet Products Manufacturing

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NAICS Codes: 316998

Gardner Distributing Co. -
7225 Entry Way Drive
Billings, MT 59101
Contact: **Rob Chouinard**
Phone: (406) 656-5000
Fax: (406) 656-9817
Web: www.gardnerdistributing.com

Garmon Corp./NaturVet -
27461 Via Industria
Temecula, CA 92590
Contact: **Scott Garmon**
Phone: (951) 296-6308
Fax: (951) 296-6329
Email: naturvet@naturvet.com
Web: www.naturvet.com

General Pet Supply, Inc. -
7711 N. 81st St.
PO Box 245031
Milwaukee, WI
Contact: **Bob Merar**
Phone: (414) 365-3400
Fax: (414) 365-2667
Web: www.generalpet.com

General Pet Supply, Inc. (MN) -
12155 Nicollet Ave.
Burnsville, MN 55337
Contact: **Dan Elliott**
Phone: (952) 890-2300

Glo-Marr Products -
400 Lincoln Street
Lawrenceburg, KY 40342
Contact: **Dawn Duncan**
Phone: (502) 839-6996
Fax: (502) 839-6440
Web: www.glomarr.com

Grizzly Pet Products, LLC. -
19600-144th Avenue NE
Woodinville, WA 98072
Contact: **Harald Fisker**
Phone: (425) 481-1110
Fax: (425) 481-4271
Email: info@grizzlypetproducts.com
Web: www.grizzlypetproducts.com

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NAICS Codes: 316998

Hartz Mountain Corp. -
400 Plaza Drive
Secaucus, NJ
Contact: **David Picataggio**
Phone: (201) 271-4800
Fax: (201) 271-0326
Web: www.hartz.com

HEALTHYPETS, INC. -
34501 Seventh Street
Union City, CA 94587
Contact: **Bob Singh**
Phone: (800) 306-7910
Fax: (800) 320-6107

Koug Company -
16191 Table Mountain Pkwy
Golden, CO 80403
Contact: **Brenda Dolan**
Phone: (303) 216-2626
Fax: (303) 216-2627
Email: kong@kongcompany.com
Web: www.kongcompany.com

Kordon LLC -
2242 Davis Court
Hayward, CA 94545
Contact: **David Langtry**
Phone: (510) 782-4058
Fax: (510) 784-0945
Email: info@kordon.com
Web: www.kordon.com

Marshall Pet - *Pet Wholesaler*
5740 Limekiln Road
Wolcott, NY 14590
Contact: **Peter Reid**
Phone: (315) 594-1760
Fax: (315) 594-1956
Web: www.marshallpet.com

Marshall Pet Products -
5740 Limekiln Rd.
Wolcott, NY 14590
Contact: **Peter Reid**
Phone: (315) 594-1760
Fax: (315) 594-1956
Web: www.marshallpet.com

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NAICS Codes: 316998

Merrick Pet Care -

PO Box 9800
Amarillo, TX 79105
Contact: **Donald Young**

Phone: (806) 322-2800
Fax: (806) 322-2854
Web: www.merrickpetcare.com

Midwest Homes For Pets -

P.O. Box 1031
Muncie, IN 47308
Contact: **Brad Cantwell**

Phone: (765) 287-3119
Fax: (765) 289-6524
Web: www.midwesthomes4pets.com

MiracleCorp Products (Gimborn) -

2425 W. Dorothy Lane
Dayton, OH 45439
Contact: **Bill Sherk**

Phone: (937) 293-9994
Fax: (937) 293-9995
Email: info@miraclecorp.com
Web: www.miraclecorp.com

Monarch Pet Products, LLC -

11400 E. 51st. Ave.
Denver, CO 80239
Contact: **Jeff Flora**

Phone: (303) 297-3812
Fax: (866) 782-7158

Nestle Purina Pet Care -

Checkerboard Square 5C
Saint Louis, MO
Contact: **Randy Spaeth**

Phone: (314) 982-1030
Fax: (314) 982-5440
Web: www.purina.com

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EXHIBIT E

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10 POINT PATENT PROTECTION & PUBLICITY COMMITMENT

- PATENT PROTECTION
- TRADE SHOWS
- INVENTION RENDERING
- 3D VIRTUAL MODEL
- INVENTION BROCHURE
- MEDIA DEPARTMENT PRESS RELEASES
- PERSONAL PRODUCT WEB PAGE
- INTERNET TELEVISION COMMERCIAL
- INTERNATIONAL INVENTION ROUNDTABLE
- PERSONAL LICENSING AGENT

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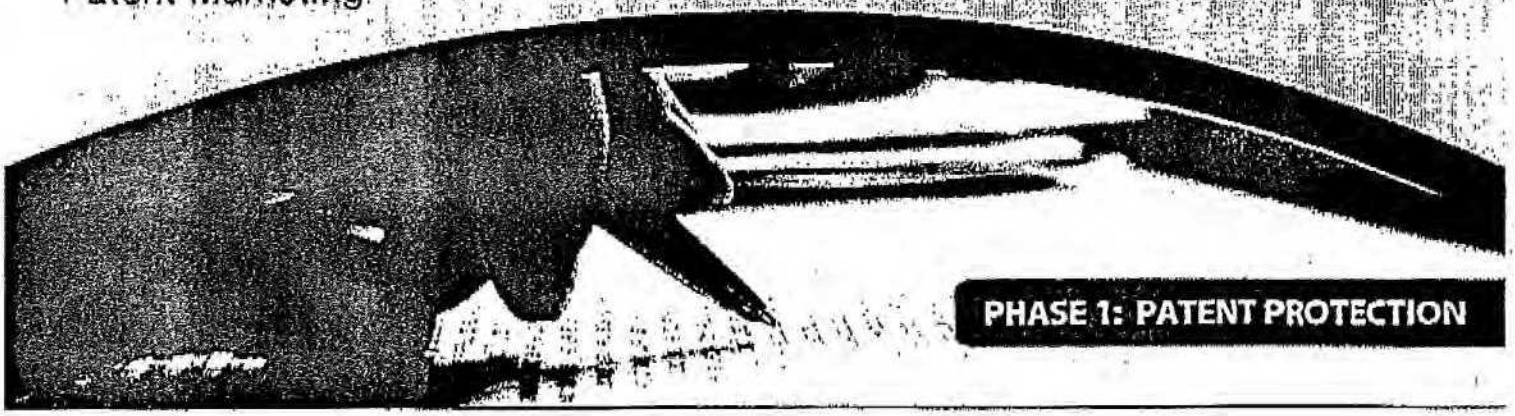
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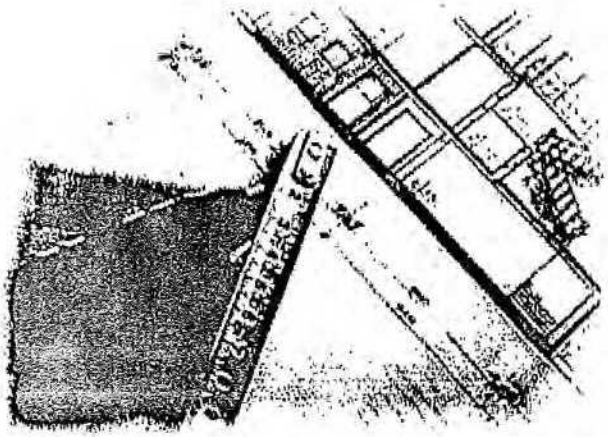
FTC-18-0836-B-000881

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UTILITY PATENT APPLICATION

(US PROTECTION ONLY)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

DESIGN PATENT APPLICATION

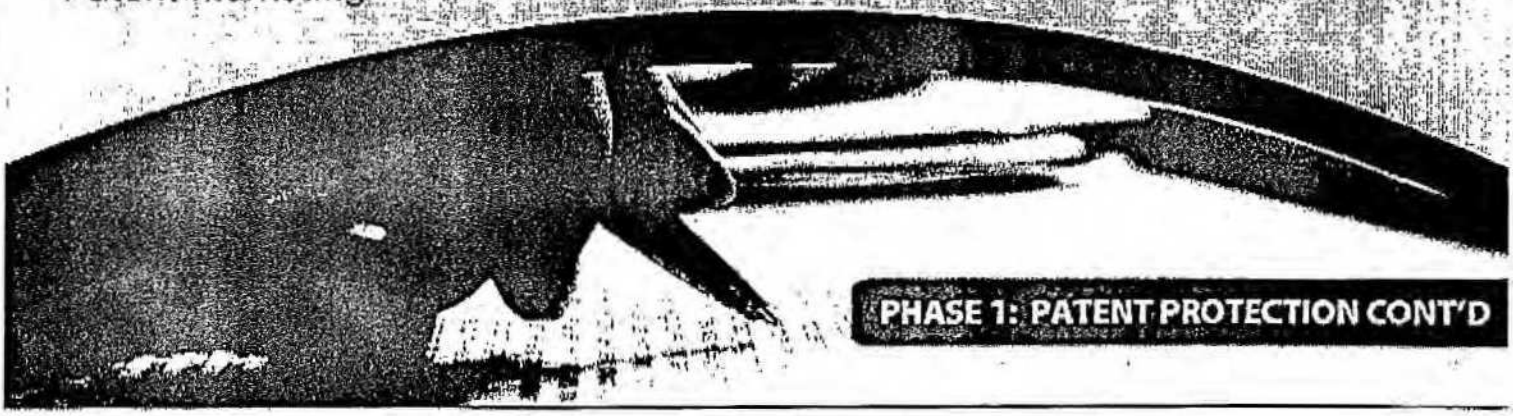
(US PROTECTION ONLY)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.

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TRADEMARK APPLICATION

(US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

COPYRIGHT APPLICATION

(US PROTECTION ONLY)

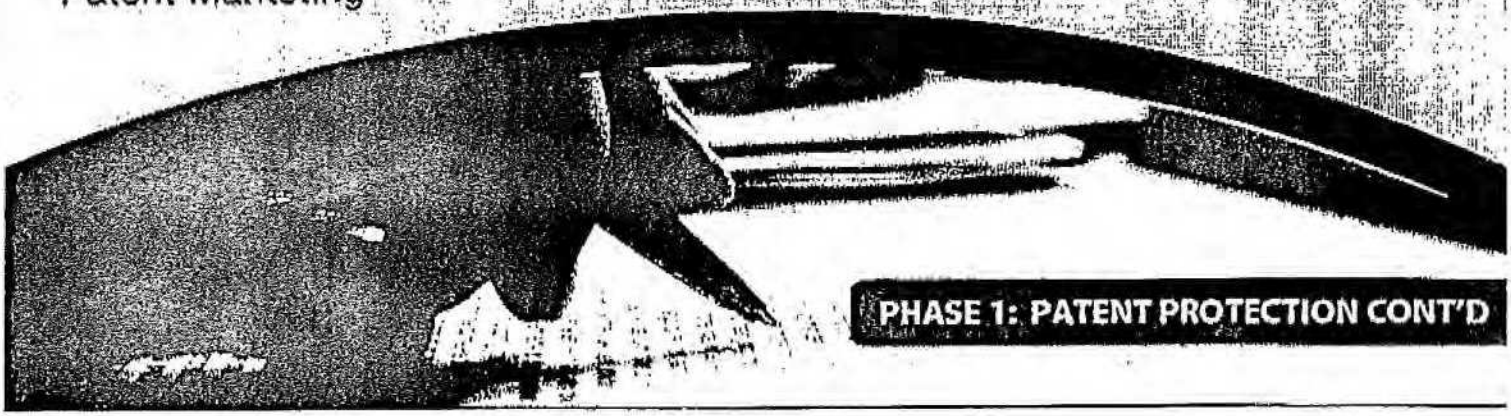
Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.

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PHASE 1: PATENT PROTECTION CONT'D



EUROPEAN UNION PATENT APPLICATION

(EUROPEAN UNION ONLY)

The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention

PATENT COOPERATION TREATY (PCT) APPLICATION

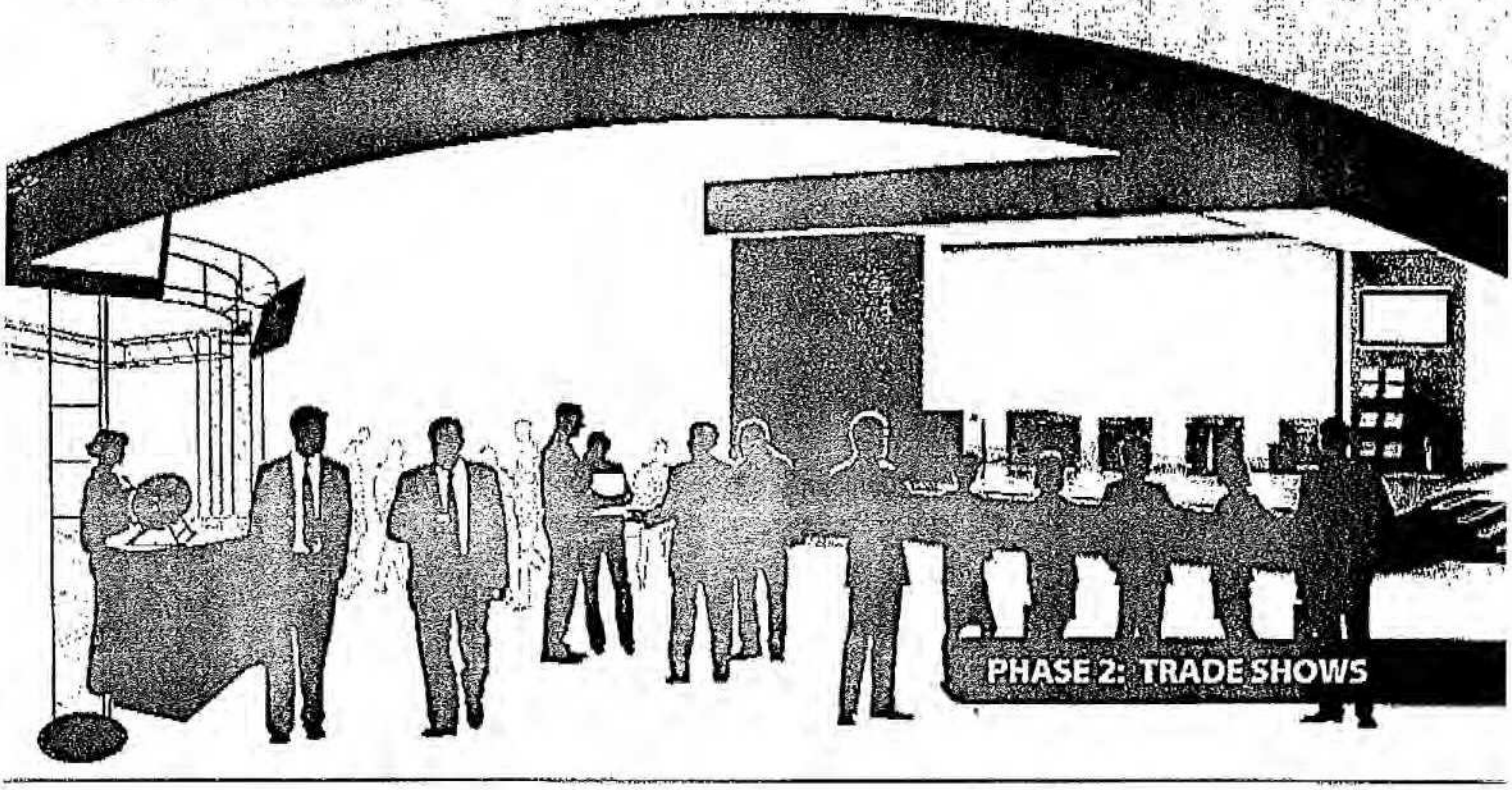
The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent Offices in what is called the "national phase".

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TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.



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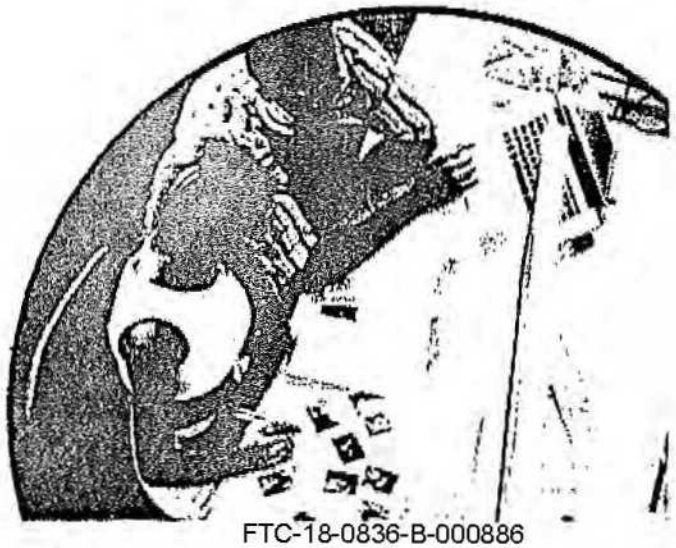
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INVENTION RENDERING

The product designer assigned to the project sculpts the invention or models it in 3-D CAD.This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention without having to invest to much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.



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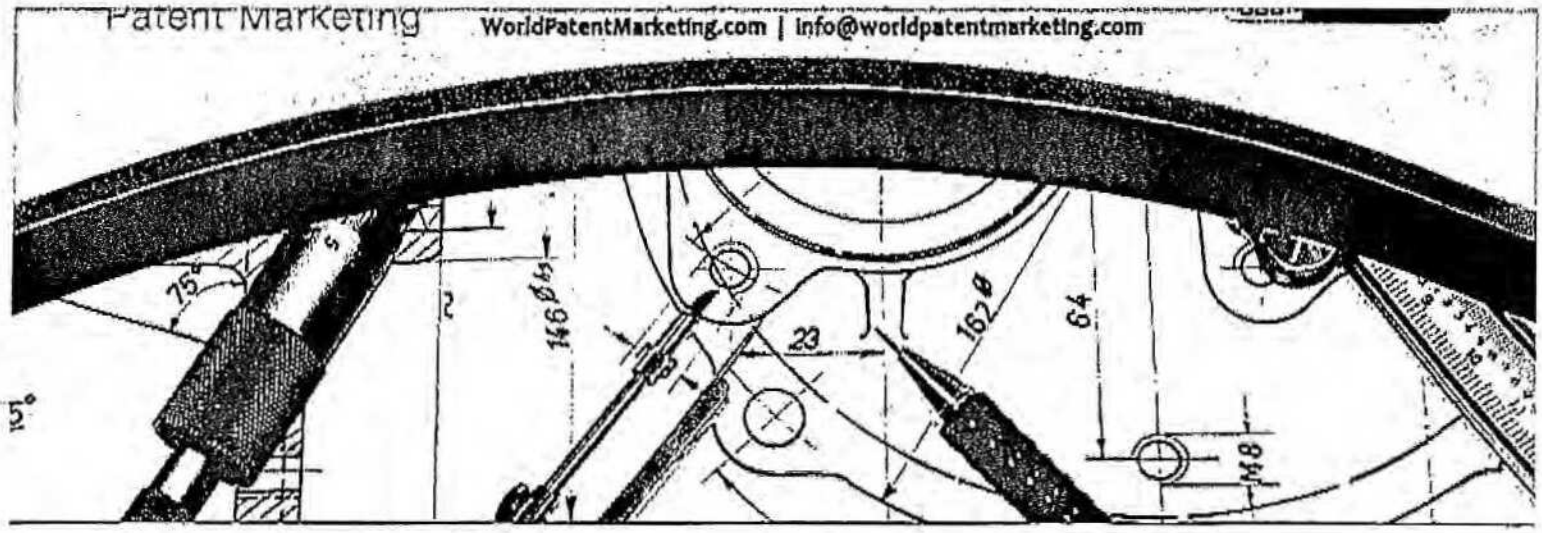


A patent search report uncovers existing inventions similar to yours that are already patented. Having this knowledge will give you a better idea of if your invention is novel and therefore able to receive a patent. This information is valuable towards deciding if you should proceed with a patent application and which part of your invention to focus on.



- An unbiased team analyzes the commercial potential of an inventor's new product or idea through the expertise of in-house experts in marketing, manufacturing, finance and other fields. The invention or idea is evaluated according to 33 different criteria.
- The data is analyzed by a specially designed computer program and processed to give three different scores. These scores are compared to the scores received by earlier innovations that were successfully introduced into the marketplace.
- The program gives the inventor objective data on the product's strengths and weaknesses, which may be used to determine the likelihood of commercial success before committing capital to fully develop and market the product. A good score could help secure a development loan by increasing credibility with banks, as well as encouraging an inventor to pursue the invention with a business plan and patent. A low score could warn an inventor to reconsider any further investment.
- A 1988 survey found that the program's users find the evaluations very helpful. Over eighty percent of respondents considered the evaluation most beneficial as they decided how to proceed with their products or ideas. Whether an inventor's product or idea was judged to be commercially viable did not affect his appraisal of the program. The program's purpose is to stimulate and encourage creativity and innovation. This survey confirmed that the program has a positive effect on further innovative activity, as sixty-four percent of respondents said that evaluations encouraged them to continue in their pursuit of new product development

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3 DETAILED PRODUCT SPECIFICATION

Part of a patent application, the specification is where the inventor specifies, describes, illustrates, and discloses the invention in so much detail that an experienced* person could understand and use that invention. The description, together with the claims is often referred to as the specification. As this word suggests, these are the sections of the patent application where you specify what your machine or process is and how it differs from previous patents and technology. A specification is an important part of your patent application and (later if granted) part of the legal definition of your patent. The specification must be described using clear details with full disclosures about the invention Professional Patent Drawings are included in the specification when required.

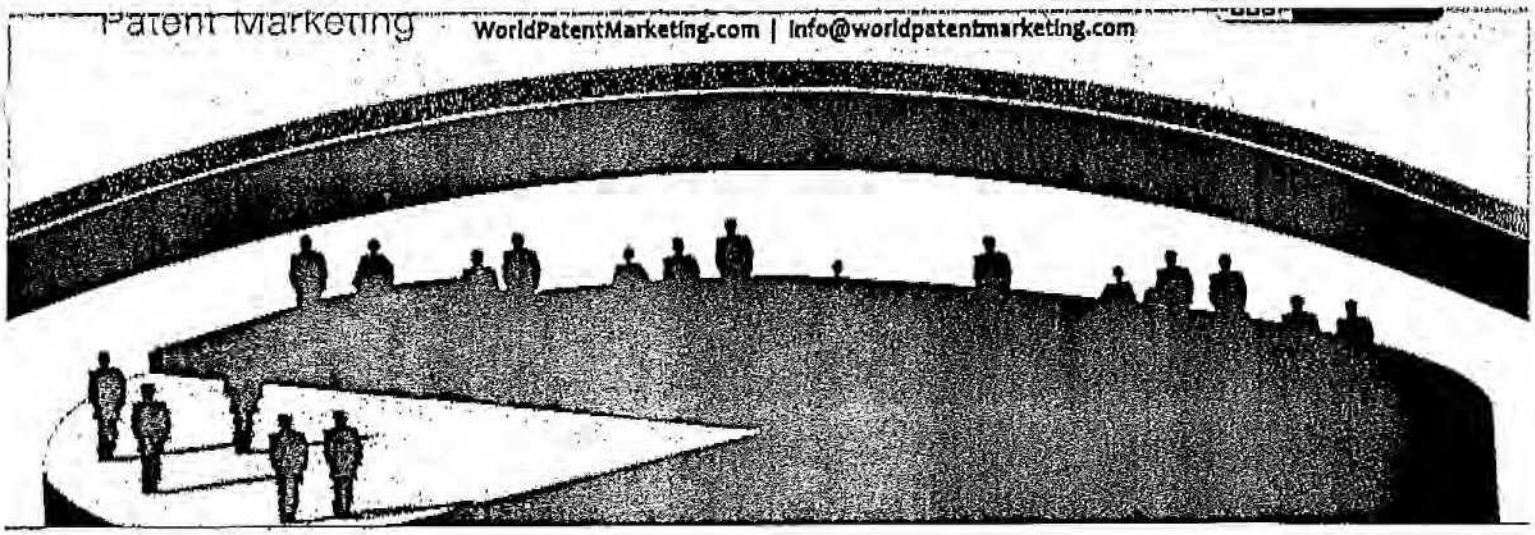
* An electrical engineer would be considered an experienced person regarding electronics.

4 PRELIMINARY PATENT DRAWINGS

The applicant for a patent is required to furnish a set of patent illustrations of a new invention. This is true for objects of manufacture as well as processes and plants. The drawings must show every feature of the invention specified in the claims. The patent drawings are required to be in a special form. Patent illustrations are printed and published in a uniform style in the official record. The drawings must be such that they can be readily understood by persons using the patent descriptions.

The requirements relating to drawings are strictly enforced. Patent applicants are advised to employ competent patent illustrators to make their drawings. USPTOs Draftspersons review all originally filed drawings. Additionally, Patent Examiners will review the draftings for compliance with the regulations. The USPTOs Drawing Review Branch, issues a Notice of Draftspersons Patent Drawing Review. The Review contains over fifty common mistakes made by none professionals, leading to an objection to the drawings. This is why it is a good idea to hire a professional, skilled

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5 MARKET DEMOGRAPHICS & PSYCHOGRAPHICS

World Patent Marketing offers the best market segmentation research, psychographic and demographic solutions available on the market today. We also offer psychographics for profiling consumer brand preferences and spending habits of a population or area.

Answer key questions about your market and customers, including:

- How big is the total opportunity market?
- What is my revenue potential?
- Who is my current and future competition and how much am I losing to them?
- Where are the untapped market opportunities?
- How can I increase Return on Investment on my campaigns?
- Which of my customers are profitable and how do I find more just like them?
- How can I best reach and keep my customers?
- Which customers are most likely to purchase from me?

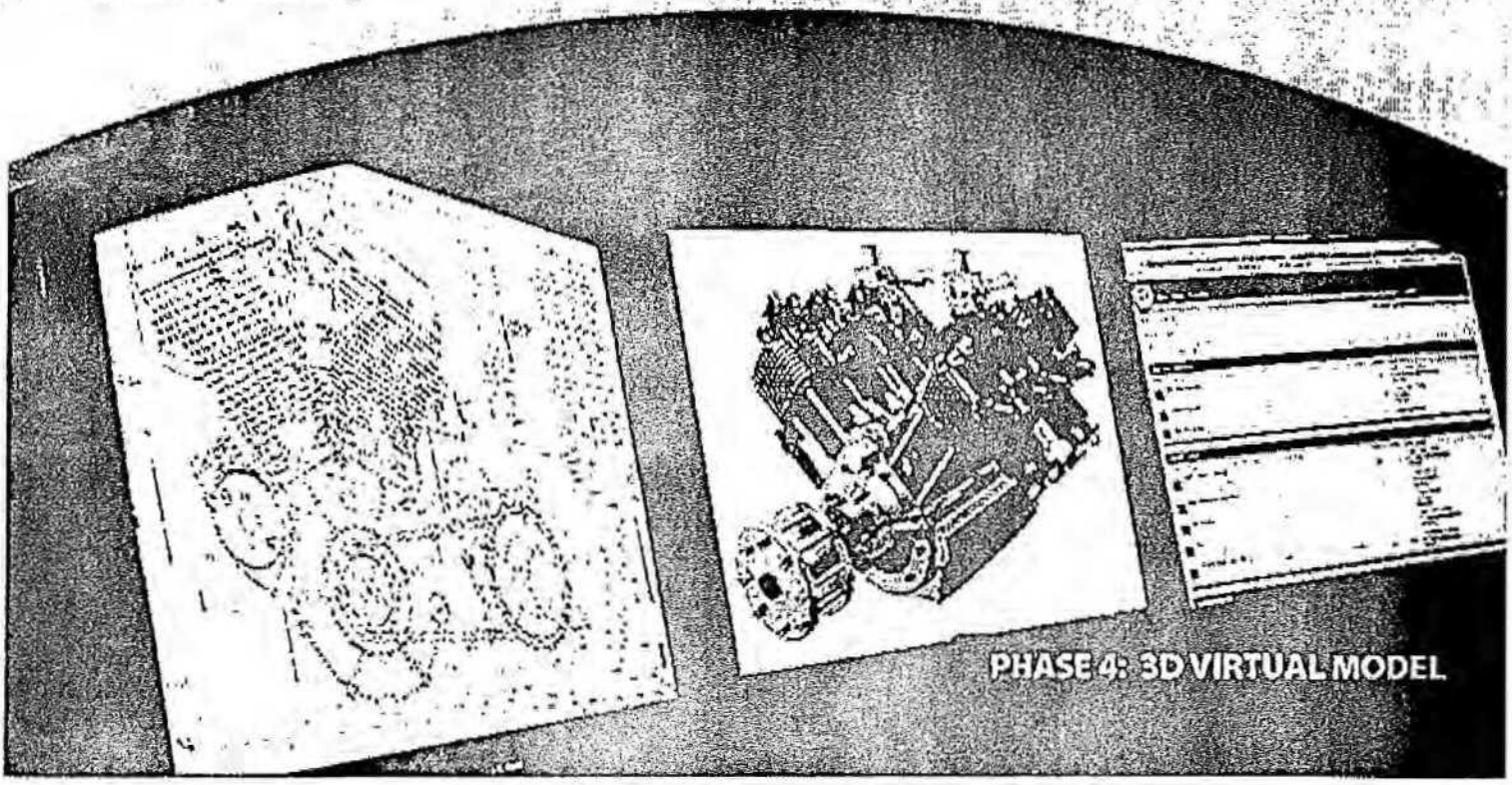
6 SIC AND NAICS CODING

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- Promote your business and products to the world

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3D VIRTUAL MODEL

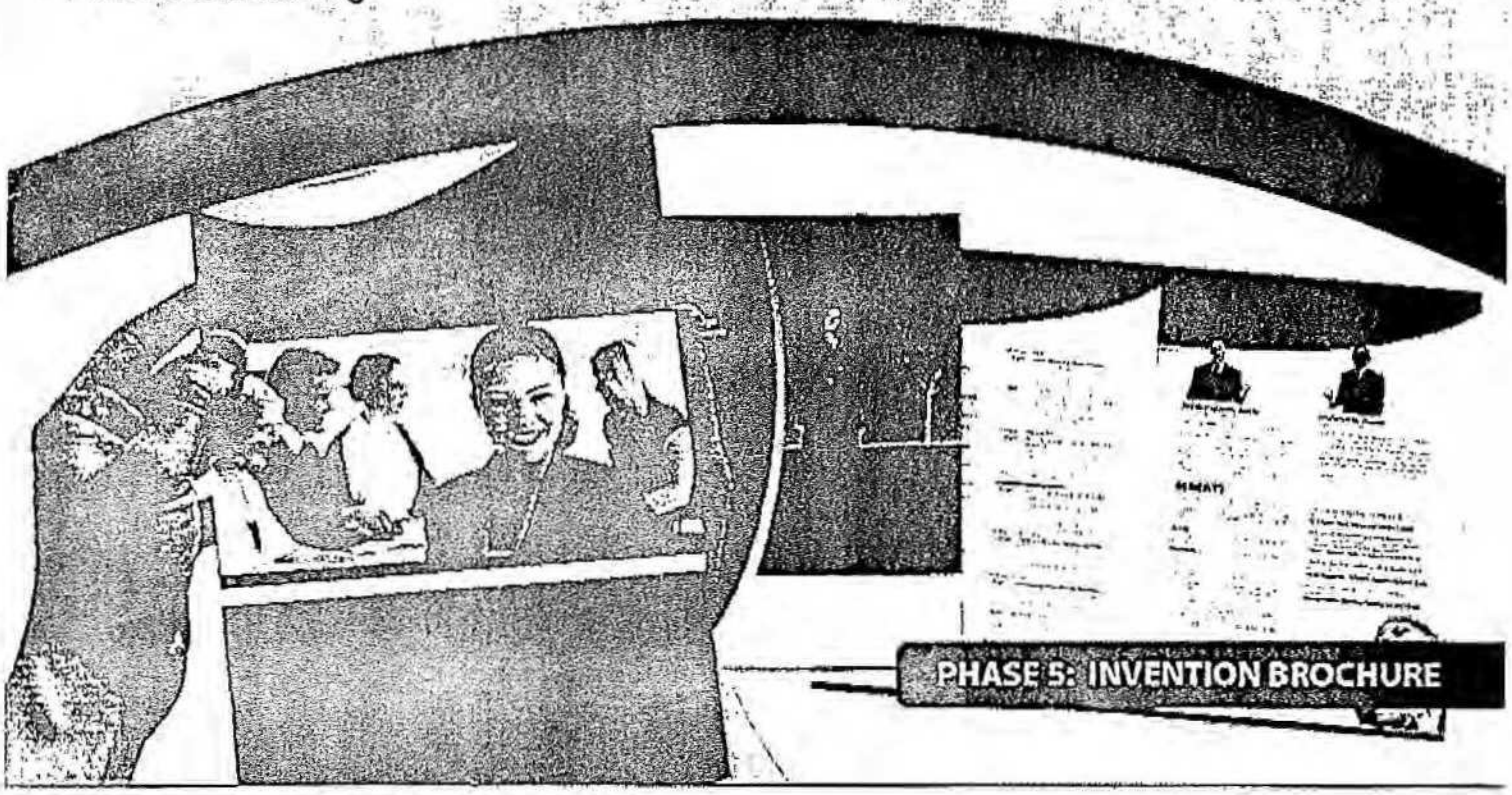
Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.

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INVENTION BROCHURE

Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.



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MEDIA DEPARTMENT & PRESS RELEASES

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World Patent Marketing is committed to staying current with search marketing best practices so your news can reach a wider audience.Your release will be submitted to search engines and is equipped with social sharing features to help your news spread across the social web.

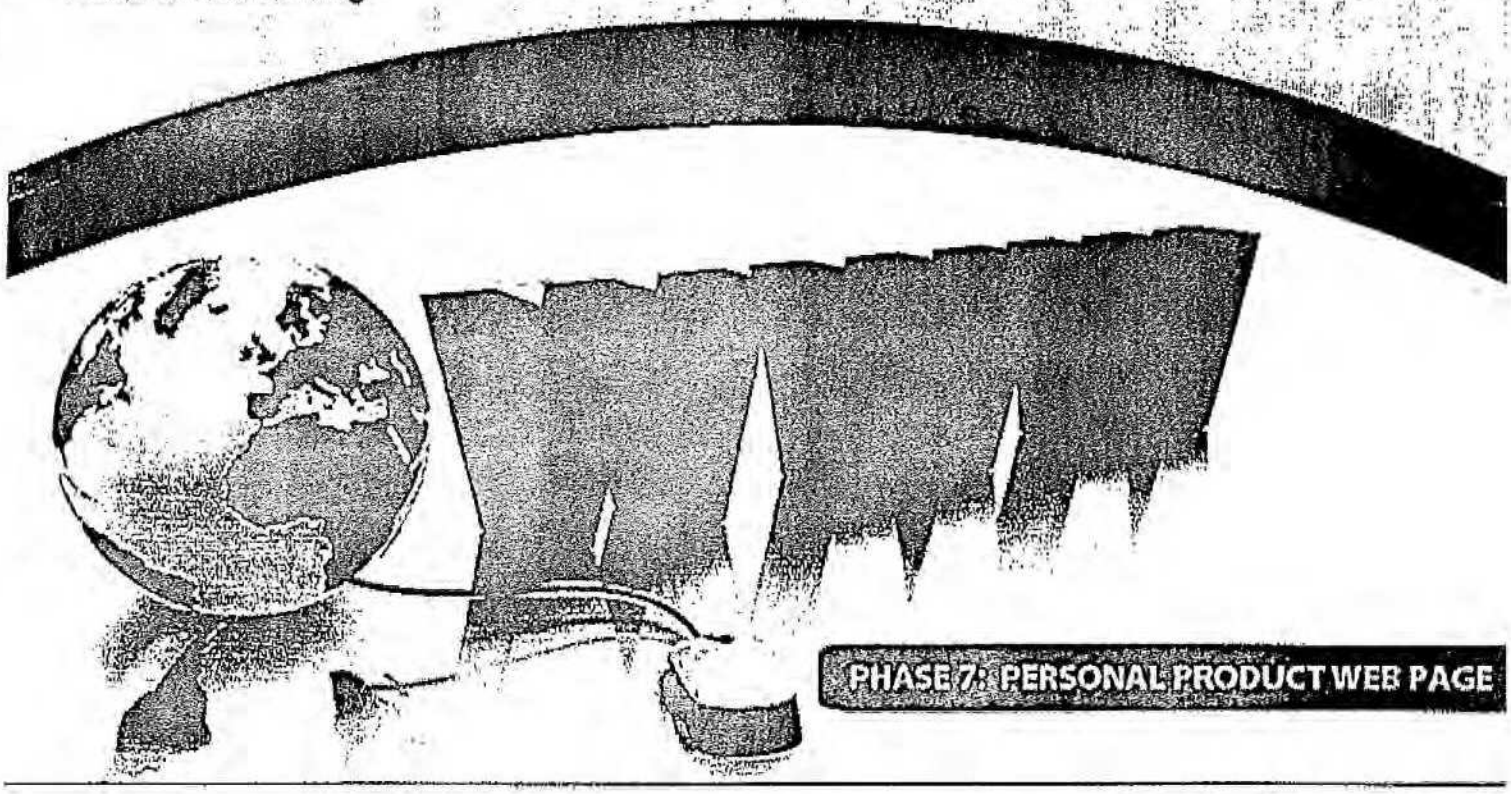
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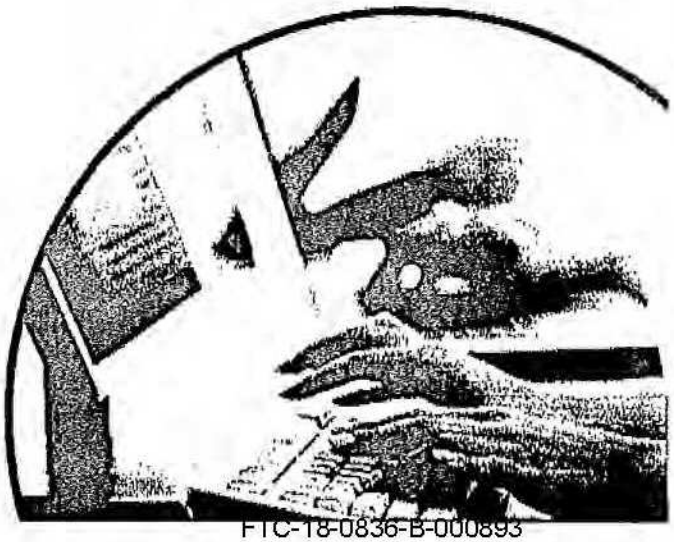
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PERSONAL PRODUCT WEB PAGE

At World Patent Marketing, we take a truly integrated approach to your online presence. We help inventors publicize their product ideas by building a personal product web page for each and every inventor. We help you succeed online by taking all of the complicated jargon like SEO, PPC, Social, and HTML, and turning it into comprehensive marketing strategies stamped with personal service. Our dedicated team of experts give every inventor special care and clear reporting of activity to their personal web pages.



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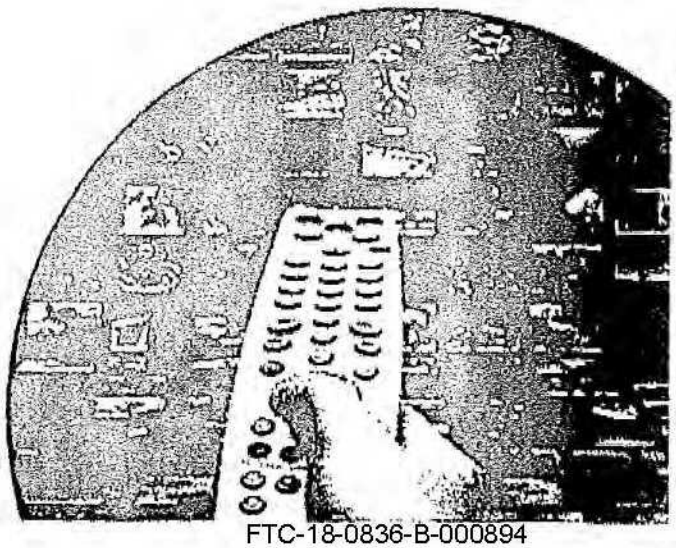
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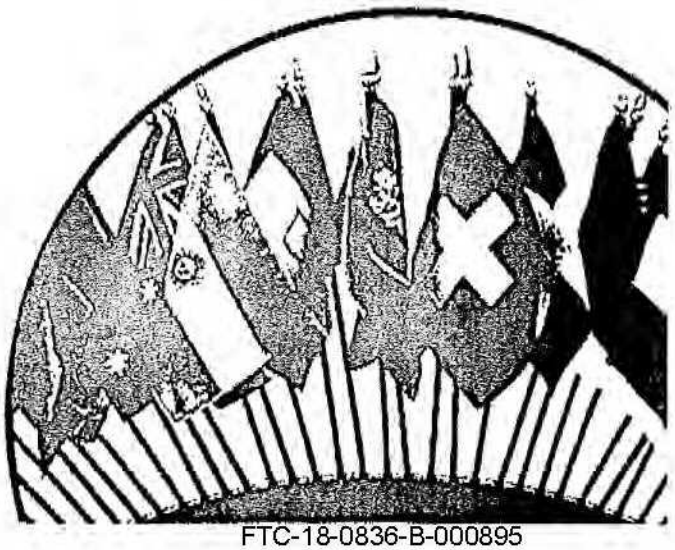
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World Patent Marketing presents the International Invention Roundtable where we bring millionaire businessmen and women together with the next generation of America's inventors. Only the top 5% of our inventors will have the opportunity to showcase their product ideas to this virtual forum.



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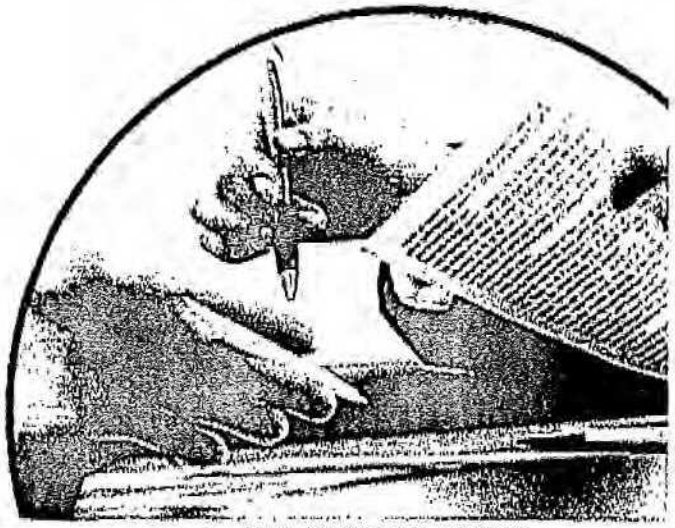
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EXHIBIT A

DESIGN PATENT APPLICATION

☐ $7,995.00

PATENT COOPERATION TREATY APPLICATION

☒ $17,895.00

TRADEMARK APPLICATION

☐ $1,495.00

COPYRIGHT APPLICATION

☐ $995

MOBILE APP DEVELOPMENT

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**Add on product - must be combined with a patent application.

**Add on product - must be combined with a patent application.

**Add on product - must be combined with a patent application.

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): _____

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PATENT PROTECTION AND PUBLICITY COMMITMENT

THIS AGREEMENT, entered into and effective as of the day of _____("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and Steven HARRIS located at 355 N Avenida Caballeros # 16 Palm Springs, CA 92262

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the Teddy Bear Pillow Bumper (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to Independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/ or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and In consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree. That the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

1. Appointment of WPM.

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

2. Disclosure

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

3. Registration

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fullfilled its obligation under this agreement.

4. Plan Fee.

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.

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5. Title.

Title to the Inventions will be and shall remain vested with the Inventor.

6. Warranty and Indemnity

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

7. Confidentiality.

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

8. Relationship of Parties.

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.

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9. Amendments and Waivers.

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

10. Successors and Assigns.

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

11. Notices.

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or; if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram .in every case addressed to the party to be notified as follows:

TO WPM:
DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING
228 Park Avenue South, Suite 35652
New York, New York 10003

TO INVENTOR:
As Stated Above

12. Remedies.

Is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such. Relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.

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13. Termination.

In the event of a violation of any term or condition of this Agreement by the INVENTOR, WPM may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

14. Further Assurances.

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

15. Limitation of Liability

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without littigations, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

16. Definitions.

For purposes of this Agreement, the following words and expressions have the following meanings:

16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business, operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.

16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.

16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.

16.4. "US Dollars" means the currency of the United States of America.

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17. Construction.

To the extent the provisions of this Agreement conflict with the provisions of any other agreements between the parties, the provisions of this Agreement shall govern.

18. Truth of Agreements

The agreements and/or preamble contained on page 1 of this Agreement are true and correct and are hereby incorporated into this Agreement.

19. Gender.

Wherever the context shall so require, all words herein in any gender shall be deemed to include the masculine, feminine or neuter gender; all singular words shall include the plural, and all plural words shall include the singular.

20. No-Waivers

The waiver by any party of any other party's breach of any provision of this Agreement shall not operate nor be construed as a waiver of any subsequent breach, and the waiver by any party,liwer4.4e any right or remedy shall not operate nor be construed as a waiver or bar to the exercise of such right or remedy t..115011 the occurrence of any subsequent breach. No action on the part of either party to this Agreement shall be interpreted as waiver unless such action shall be in writing.

21. Headings.

Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.

22. Governing Law.

This Agreement shall be governed by the laws of the State of New York (without regard to the laws that might be applicable under principles of conflicts of law) as to all matters, including , but not limited to , matters of validity, construction, effect and performance.

23. Counterparts.

This Agreement may be executed in two or more parts each of which shall be deemed an original but all of which together shall be one and the same instrument.

24. Facsimile Copy.

A facsimile copy of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals.

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25. Mediation and Arbitration

Any disputes between the parties hereto, whether arising under this agreement or otherwise, which the parties cannot resolve between themselves using good faith shall be

25.1. Referred to a court certified mediator of the Circuit Court in New York and any mediation Shall be held in New York. The parties shall share equally the cost of said mediation,

25.2. In the event that said dispute is not resolved in mediation, the parties shall submit the dispute to a neutral arbitrator residing in New York. The arbitration shall be held in New York. The prevailing party shall recover all fees and costs of said arbitration. The parties further agree that full discovery shall be allowed to each party to the arbitration and a written award entered forthwith. Any and all types of relief that would otherwise be available in Court shall be available to both parties in the arbitration. The decision of the arbitrator shall be final and binding. Arbitration shall be the exclusive legal remedy of the parties. Judgment upon the award may be entered in any court of competent jurisdiction.

25.3. If either party refuses to comply with a ruling or decision of the arbitrator and a Lawsuit is brought to enforce said ruling or decision, it is agreed that the party not complying with the ruling or decision of the arbitrator shall pay the court costs and reasonable attorney's fees (including Trial and Appellate attorney's fees) incurred in enforcing the ruling or decision of the arbitrator.

25.4 Any rights of injunctive relief shall be in addition to and not in derogation or limitation of any other legal rights.

25.5. The parties hereby covenant and agree that they will use their best efforts to settle all disputes amicably Prior to initiating any formal proceed

26. Interpretation of Agreement.

The parties acknowledge that this Agreement is the product of mutual efforts by the parties and their respective agents. The Agreement shall be interpreted neither more favorable in favor of one party, nor less favorably in favor of another party.

27. Entire Agreement.

This Agreement constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, and understandings, whether oral or written, with respect to its subject matter.

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28. Modification.

No change or modification of this Agreement shall be valid unless it is in writing and signed by all the parties who are bound by the tens of the Agreement.

29. Attorney's fees; Costs

In any arbitration or litigation arising out of this Agreement, the prevailing party in such litigation shall be entitled to recover reasonable attorney's fees and costs at the hearing, trial and appellate levels.

30. Severability.

If any provision of this Agreement is held invalid, unenforceable, or void by a court of competent jurisdiction, this Agreement shall be considered divisible as to such provision, and the remainder of the Agreement shall be valid and binding as though such provision were not included in this Agreement.

31. Benefits; Binding Effects.

This Agreement shall be binding upon and shall operate for the benefit of the parties hereto and their respective heirs, personal representative, administrators, successors, and assigns.

32. Venue and Jurisdiction.

Should a lawsuit be necessary to enforce this Agreement the parties agree that jurisdiction and venue are waived and suit shall be brought in New York.

33. Further Cooperation.

From and after the date of this Agreement, each of the parties hereto agrees to execute whatever additional documentation or instruments are necessary to carry out the intent and purposes of this Agreement.

Agreed & Accepted

World Patent Marketing		*Inventor*	
Signature:	_____	*Signature:*	S. Harris
Name:	_____	*Name:*	STEVEN HARRIS
Date:	_____	*Date:*	7/17/2014

_____ intl.

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EXHIBIT F1

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Baby Seat Monitoring System

Prepared Exclusively for

Crystal Carlson
Coolidge, Arizona

On

July 09, 2015

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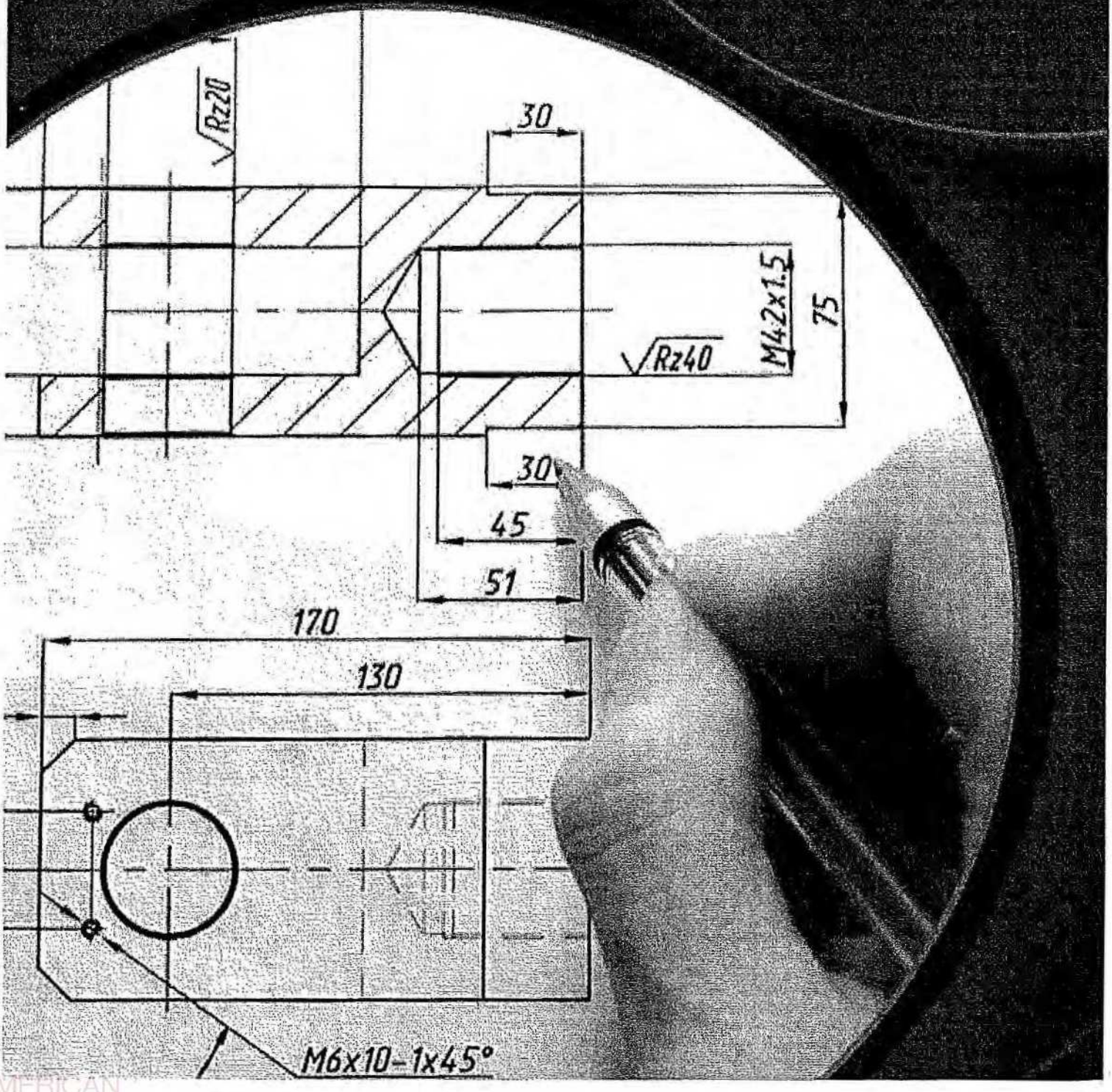
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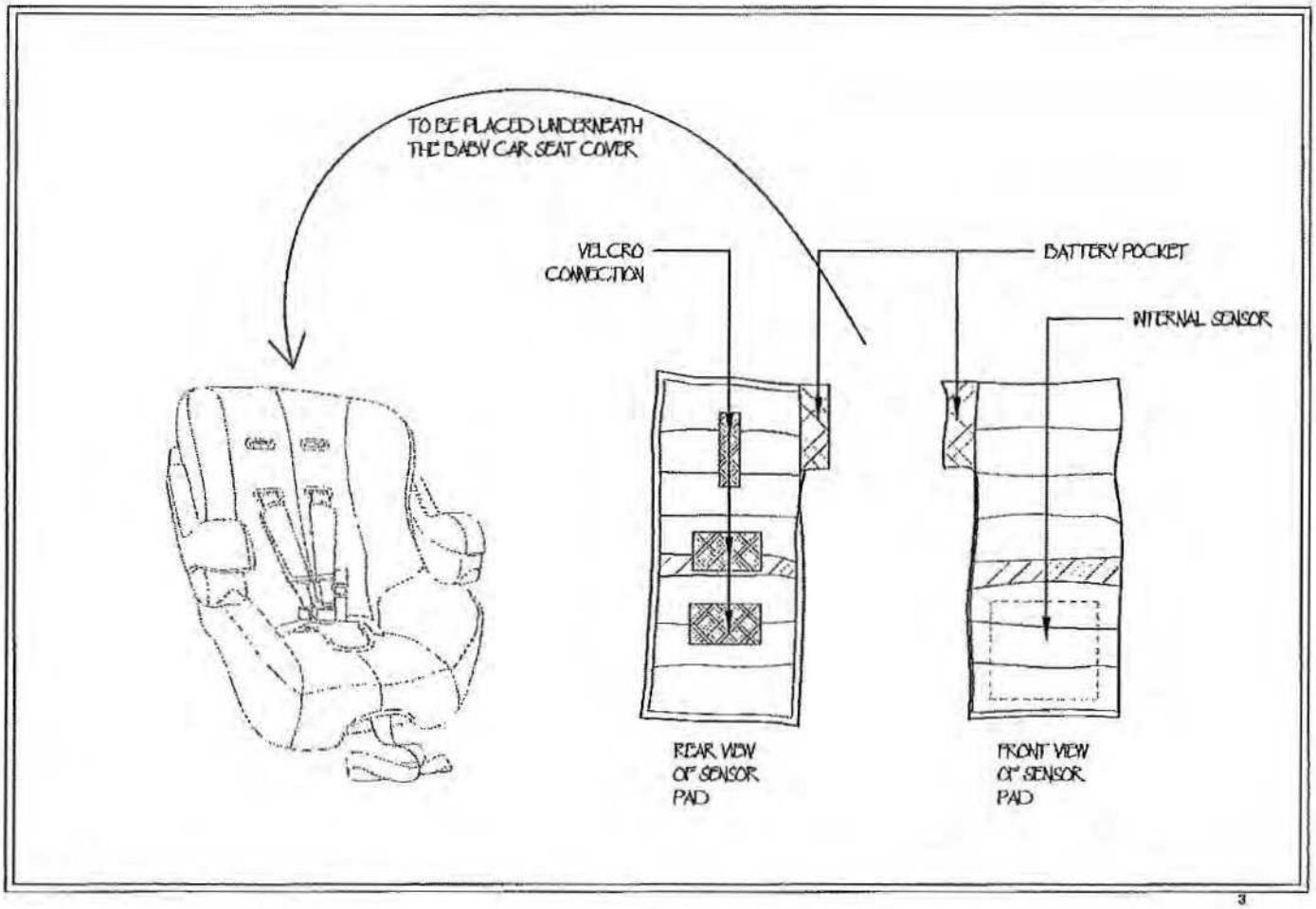
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PRELIMINARY PATENT DRAWING



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Comprehensive Patent Search Report

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About the Patent Search Report

A patent search report uncovers inventions similar to yours. Each similar invention found is called a "prior art" and are all inventions disclosed before yours. To be granted a patent by the US Patent & Trademark Office (USPTO), Patent Office examiners must determine that your invention meets the three patenting criteria of being *novel, non-obvious, and useful* when compared to prior art.

Having a patent search report provides you with valuable information. The report will show you prior art that may be used by the USPTO when examining your invention. Using this information, you can make a preliminary assessment towards whether or not the USPTO will consider your invention novel, non-obvious, and useful. You can then decide if you wish to continue to file a patent application. In addition, you can make changes or additions to your invention in order to make it more unique, before submitting a patent application.

Search Overview

Inventor Name:	Crystal Carlson
Invention Title:	Baby Seat Monitoring System
Search Type:	Comprehensive
Fields of Search:	US patents & published patents pending European patents & published patents pending International patents within last 30 years

Disclaimer: This patent search report represents the best efforts of a professional patent searcher to find relevant prior art. There is no guarantee that all relevant prior art has been identified or that all prior art which may be cited by a US Patent Office patent examiner has been listed. Whether an invention is patentable is a subjective determination based on whether a patent examiner believes the invention is novel and nonobvious when compared to relevant prior art. What is relevant prior art is subjective, therefore it is entirely possible for a patent application to be rejected based on prior art not listed in this patent search report. The opinions in this patent search report is the searcher's professional interpretation for information purposes only and do not guarantee that an invention can or cannot be patented, nor does it constitute legal advice. The ultimate determination of patentability is made by the US Patent & Trademark Office.

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PRIOR ART

Prior art which is relevant to your invention is listed in the table below. For each prior art, a rank number is assigned which represents how important the particular prior art is to your invention. A smaller rank number represents a prior art that is more relevant than a prior art with a larger rank number. Full copies of the prior art listed are in the Prior Art Portfolio, a separate file or document.

When browsing through the prior art, it will be beneficial to write down how your invention is different and how it may overcome the prior art's shortcomings. Including this information will benefit your patent application.

Rank	Document	Invention Title / Similarities Noted & Comments
1.	US 20140266662 A1	**Portable Baby Car Seat Occupancy Alarm Device** A portable child car seat alarm system for notifying a driver, parent or guardian when a child is left unattended in the child safety car seat. The portable security device includes an alarm module, a weight sensor and a 12-volt adapter. The system detects if a child is in the car seat via the weight sensor. The portable security device, connected to the vehicle's electrical system via the 12-volt adapter, detects when the ignition of the vehicle is turned off. The alarm module is activated when the ignition of the vehicle is turned off. Should a child remain in the seat when the driver's turns off the ignition, the alarm system notifies the driver that a child is sitting in the safety seat. The invention is small enough to be installed under any generally available child safety car seat and permits ease of portability from one car to another. The prior art embodies similar features to the current invention like: Both inventions provide weight sensors for detecting the presence of child on the child car seat.
2.	US 6922147 B1	**Warning system sensing child left behind in infant seat in vehicle** This document discloses various systems and methods for reducing the likelihood of leaving an unattended child behind in an infant/child seat in a vehicle. The prior art embodies similar features to the current invention like: Both inventions provide a warning system for notifying the presence of unattended child in the car.
3.	US 7994906 B2	**Pressure-responsive vehicle alarm pad** Disclosed is a pressure-responsive vehicle alarm pad for a vehicle seat to remind a presence of an object inside a vehicle to an occupant of the vehicle seat. The pressure-responsive vehicle alarm pad comprises a pressure sensor pad, a control circuitry, and alarm speakers. The pressure sensor pad disposed on the vehicle seat to detect a pressure of the occupant. The control circuitry electrically coupled to the pressure sensor pad to receive the detected pressure from the pressure sensor pad. The prior art embodies similar features to the current invention like: Both inventions provide a safety device which works with the help of pressure sensor.

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4.	US 8477024 B2	**Systems and methods for indicating the presence of a child in a vehicle** Systems and methods which provide for an alarm or notification that a child is in a car seat. The systems generally determine if a child is in the seat and that the seat, and therefore the vehicle, is not in motion. Upon detecting both situations, the notification or alarm is activated. The prior art embodies similar features to the current invention like: Both inventions provide an audible alarm system for notify the parents if they forget their kid in vehicle.
5.	20140253314 A1	**Child safety seat mobile alarm and method therefor** The instant disclosure provides a child safety seat alarm to notify the driver of a vehicle that an infant is in its carrier inside of the vehicle when a personal electronic device carried by the driver is moved a great distance from the carrier. The instant disclosure provides a computer application for notification of user selected contacts via SMS messaging, e-mail messaging, or social media alerts. The prior art embodies similar features to the current invention like: Both inventions provide an alarm system for child safety in the car.

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UNIQUE ASPECTS OF YOUR INVENTION

These are components or aspects of your invention which are unique when compared to the prior art. These will be used to argue approval of a patent application. Ensure that unique aspects of your invention are clearly explained in detail. It is beneficial to have as many unique aspects as possible. You may be able to improve on the similarities in the table at the top of the page and convert them into a unique aspect for your invention.

1. Weight Sensor for detecting the presence of child.
2. Weight sensor in water proof covering.
3. Alarm system for safety of children.

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CHANCES OF APPROVAL FOR UTILITY PATENT

Our opinion as to the likelihood your invention will pass each of the three patentability criteria if submitted to the US Patent Office as a non-provisional utility patent application.

NOVEL	NON-OBVIOUS	USEFUL
FAIR	FAIR	GOOD

OVERALL CHANCE OF UTILITY APPROVAL

Based on our review if an objection of your patent application were to arise it may be overcome or avoided with more detailed novelty disclosure and patent drafting strategy

FAIR

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ANALYSIS & RECOMMENDATIONS

Our analysis as to the patentability of your invention along with any recommendations to increase the chances of patent application approval.

Based on the patent search, we are able to learn valuable information regarding the patentability of your invention along with possible strategies to increase the chances of eventual patent success. During our search we have found various inventions related to the one that you have presented to us.

Conceptually, similar to your invention is the Patent no. **US 20140266662 A1, "Portable Baby Car Seat Occupancy Alarm Device"** is in the field of transportation safety devices intended to be used for child transportation inside automobiles and detection of unattended children within a vehicle. Specifically, the invention is an alarm system used in conjunction with a children's safety car seat to alert when a child has been left inside a vehicle after the vehicle's ignition is turned off. Unlike the former the present invention provides a weight sensor in water proof covering for preventing the weight sensor from moisture.

Another Prior art no. **US 6922147 B1, "Warning system sensing child left behind in infant seat in vehicle"** relates generally to a warning system for detecting the presence of an occupant in a vehicle, and particularly, but not by way of limitation, to a warning system for sensing a child left in an infant seat in a vehicle. Unlike the former the present invention provides an alarm system which can be controlled and monitored through a cell phone application.

Another prior art no. **US 7994906 B2, "Pressure-responsive vehicle alarm pad"** relates to vehicle alarms, and more particularly to a vehicle alarm pad secured on a vehicle seat for reminding a presence of an object, such as a child and a pet, inside a vehicle. Unlike the former the present invention provides an alarm system which is connected through Bluetooth technology from sensors.

Another prior art no. **US 8477024 B2, "Systems and methods for indicating the presence of a child in a vehicle"** relates to the field of safety devices for detection of unattended children within a vehicle. The systems generally determine if a child is in the seat and that the seat, and therefore the vehicle, is not in motion. Upon detecting both situations, the notification or alarm is activated. Unlike the former the present invention provides an alarm system which can be installed easily on the child car seat.

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Another prior art no. **US 20140253314 A1, "Child safety seat mobile alarm and method therefor"** relates to a child safety seat with alarm for use in connection with transporting infants in vehicles. The child safety seat with alarm has particular utility in connection with notifying the driver of a vehicle that an infant is in its carrier inside of the vehicle when the driver moves away from the vehicle. Unlike the former the present invention provides an alarm system which provides more safety to the children as comparing to other available alarm system for cars.

The patent office looks to three criteria while judging an invention's application for approval: novelty, non-obviousness and utility. The usefulness of your invention is clearly to provide an alarm system for notifying the parents about their unattended child in the vehicles.

Novelty of the invention is that it provides a weight sensor which is covered under the water proof covering. The alarm system can be operated from mobile application. The alarm system is simple in structure, highly reliable, easy in use, and inexpensive. These unique features may make it non-obvious for a person skilled in the art to derive upon the current invention.

It is highly recommended to extract out further unique and novel features of the invention to make it superior over prior arts and authenticate its patentability.

If you believe that your invention is ready for patentability we always recommend that you review your invention one more time before submitting your invention. First, take a look at the prior art. Knowledge of the unique aspects in the prior inventions allows you to possible incorporate them into your design or simply just work around them. Brainstorm any additional functions or components you would like to include in your invention. The more unique aspects an invention can be considered to have, the greater the chance of patentability. Remember to try to include all these aspects in your design before filing. Once you file your invention's application for approval, the application cannot be changed or amended unless you repeat the application process over. Once you have concluded that you have maximized the uniqueness of your invention in light of the prior art concepts that I have mentioned above, let your invention consultant know you are ready to proceed forward with the patent application.

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PRIOR ART FIGURES FOR PATENTABILITY REPORT

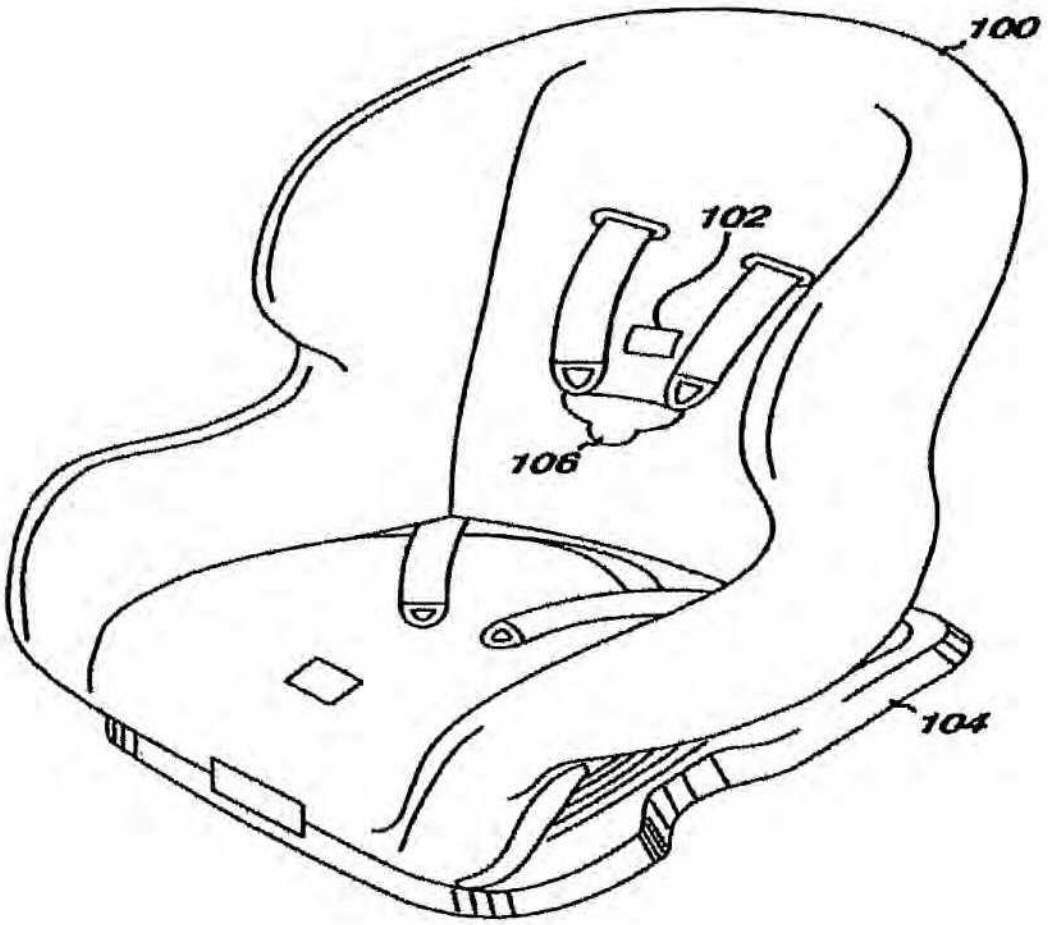


Fig. 1

FIG-1
US 6922147 B1

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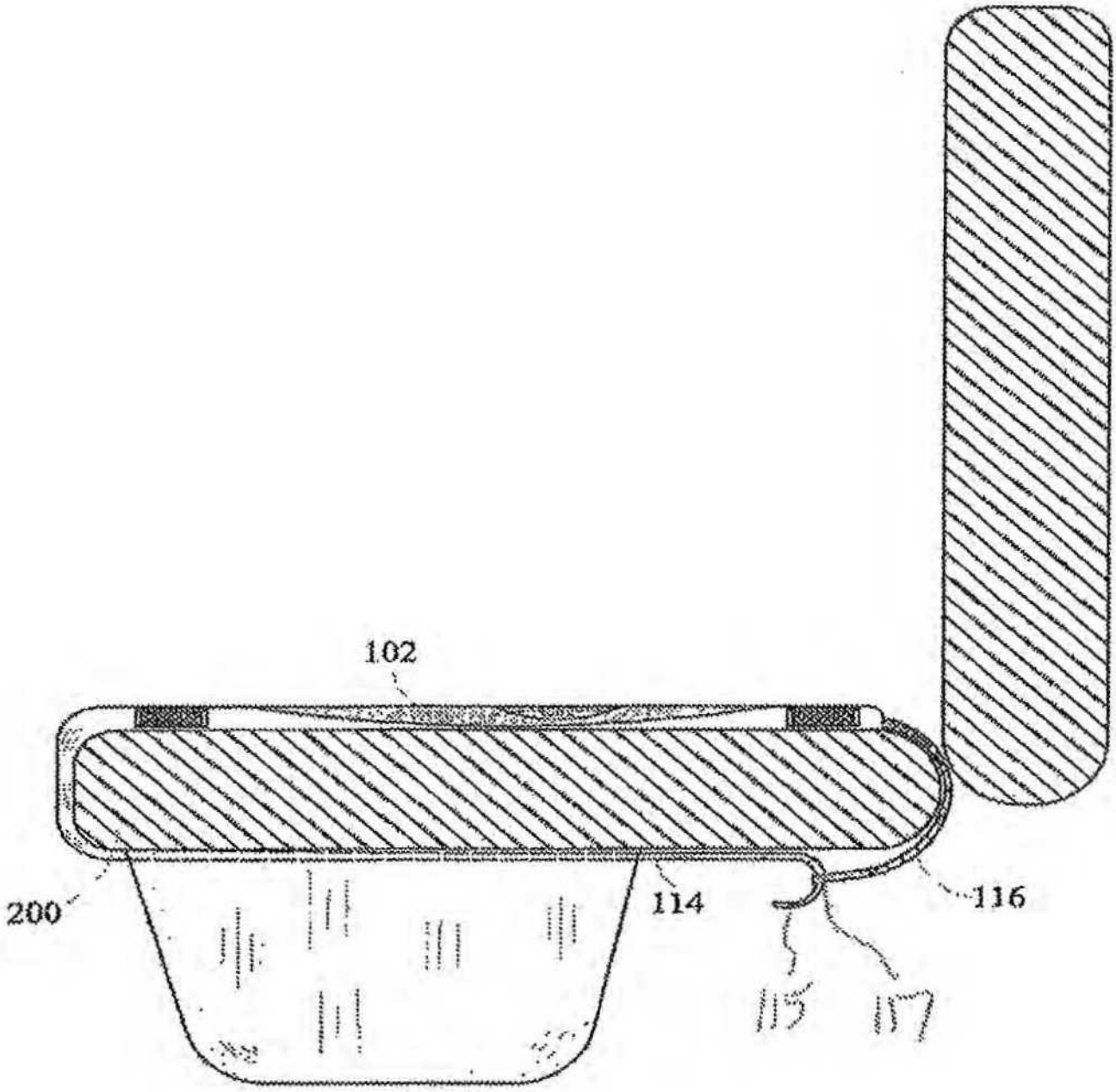


FIG- 2
US 7994906 B2

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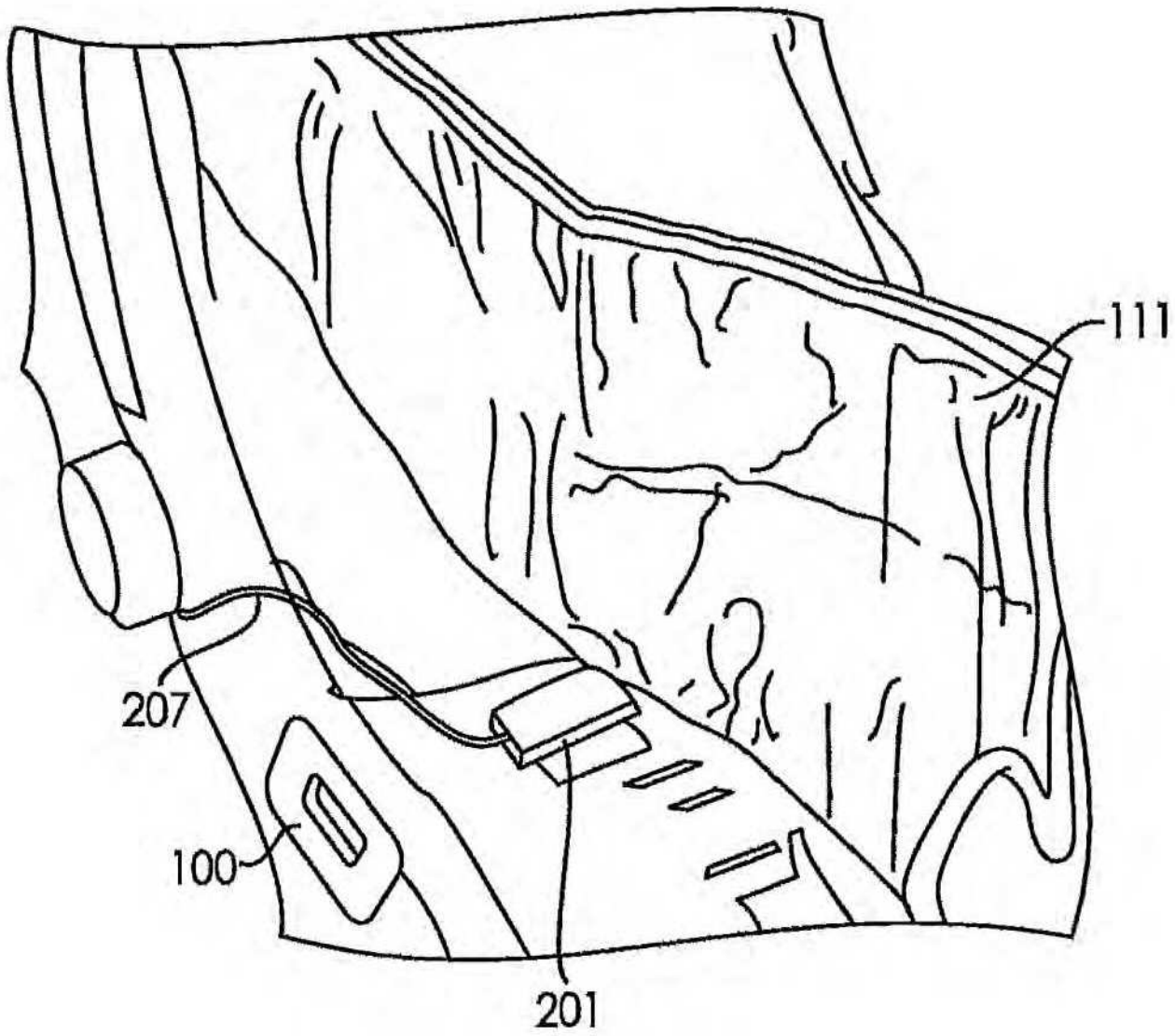


Fig. 3

FIG-3
US 8477024 B2

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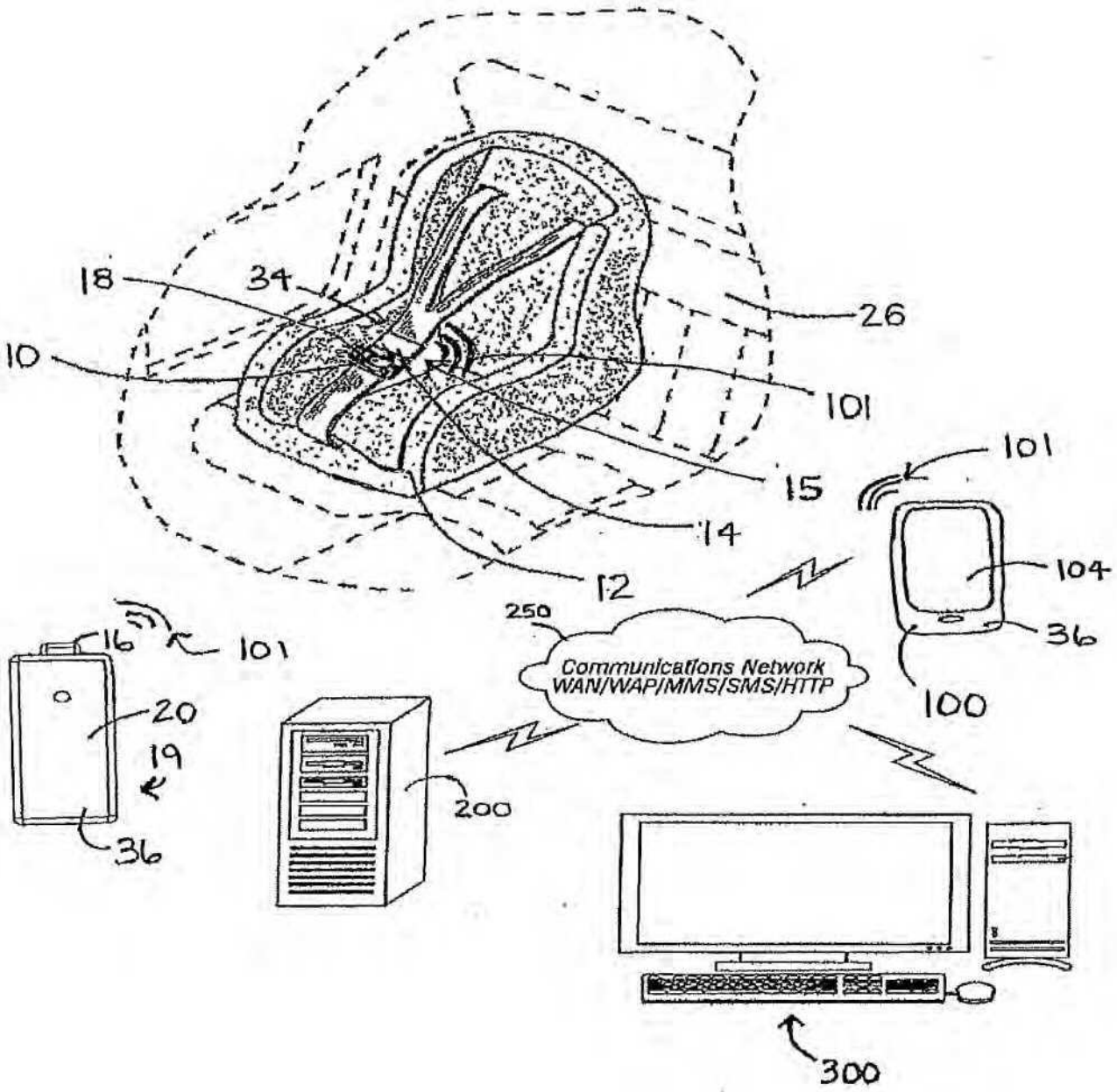


FIG-4
US 20140253314 A1

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WORLD
Patent Marketing

MARKET DEMOGRAPHIC PSYCHOGRAPHIC REPORT



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[redacted]

Security Products Manufacturing
5.18.2015
NAICS CODES: 334290
SIC CODES: 3669

Industry Overview

Companies in this industry manufacture electronic security and safety communications equipment such as fire and security alarms, intercoms, and vehicle and pedestrian signaling systems. Major companies include McCain and divisions of GE, Honeywell, and United Technologies (all based in the US), as well as Nippon Signal (Japan), and divisions of Siemens (Germany) and Tyco (Switzerland).

Global demand for security equipment is forecast to rise 7 percent per year and reach annual sales of $117 billion in 2016, according to the Freedonia Group. While the US and Western Europe are the largest markets, China and India are expected to see the fastest growth.

The US security products industry includes about 380 companies with combined annual revenue of about $5 billion.

Manufacturers of automatic fire sprinkler systems are not included in this industry.

Competitive Landscape

Demand is driven by residential, office, and commercial construction, as well as construction spending for highway, street, and railroad infrastructure. Profitability depends on efficient manufacturing and effective marketing. Large companies compete through advantages in economies of scale and by offering a wide spectrum of products. Small companies can compete by specializing in niche products and through superior customer service. The US industry is highly concentrated: the 50 largest companies account for more than 80 percent of industry revenue.

Products, Operations & Technology

Major products include alarm systems (40 percent of industry revenue), vehicle and pedestrian traffic control equipment (30 percent), and intercom systems (10 percent). Other products include carbon monoxide and smoke detectors, motion detectors, remote control units (consumer electronics, garage doors), sirens, and theft prevention signaling devices. Alarm systems include central alarm monitoring equipment, burglar and car alarms, and fire detectors and alarms.

Alarm systems for detecting intruders vary greatly in design and application, but most operate on simple electrical circuits. In such systems, the act of opening a door or opening or breaking a window either completes or breaks an electrical circuit, which triggers the alarm. Motion detectors typically use radar waves, focused light (usually a laser), or passive infrared (PIR) to detect motion. Radar motion detectors sound the alarm when the reflection pattern of the radar wave is disrupted. Focused light detection systems typically aim a light beam at a sensor. The alarm is triggered when an intruder steps between the focused light source and the sensor.

Passive infrared systems can detect the body heat of an intruder and sound the alarm. Alarm systems of varying complexity may use one or many of these various techniques to detect an intrusion. Most security systems are operated through a control box that arms and disarms the system, usually by entering a passcode. Alarms usually

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feature sirens and flashing lights to warn of intrusion, and some include cameras and telephone auto-dialers that can notify police, the property owner, and/or a security company.

Fire and smoke alarms are primarily for warning building occupants that a fire has been detected. Commercial systems typically feature smoke detectors and manual switches, and may be integrated with burglar/intruder alarms and/or automatic fire sprinkler systems. Residences typically use smoke detectors which may be either battery-powered or hard-wired to the dwelling's electrical system. Hard-wired detectors usually feature a battery back-up in case of power outage.

Traffic and pedestrian signals consist of three basic components: the traffic light signal with housings; supporting poles, arms, or cables; and the electric controller. **The controller** is typically mounted in a weatherproof box located at or near the intersection. Advanced signals may have **electromagnetic sensors** buried in the roadway that detect and control traffic flow. **Railway signals** are similar to traffic signals. However, the railway crossing signal is usually only activated when a train is approaching. This is usually done by electrifying a section of steel track well ahead of the crossing intersection. When the train crosses the electrified portion of track, the train's steel wheels and axle complete a circuit which activates the signal.

Raw materials for fire and burglar alarms include plastics, metals, electronic components, and wiring. Traffic and railway signal raw materials include aluminum, galvanized steel, fiberglass, plastics, electronics, wiring, and steel cable. Traffic controllers also use electronic components such as switches, relays, and timers. Some alarm and traffic signal subassemblies such as control electronics may be purchased from suppliers.

Technology

Intruder alarms have become more technologically advanced in recent years. **"Plug & play" alarm systems** for residential use are wireless, making sensor installation on doors and windows simple for the consumer. Such systems can be monitored by the user's smartphone, and feature options such as cameras and motion sensors. Similar but more elaborate systems are available for commercial and institutional applications.

Information technology is helping to bring similar advancements to traffic signals. Traditional traffic signal systems operate on a pre-determined and programmed fixed-length, time-of-day basis. In the event of an accident or other traffic obstruction, such systems offer very little flexibility. Next-generation, or **"smart" traffic signals**, will be adaptive in their ability to react to traffic conditions. In such a system, self-adaptive algorithms will integrate the position, speed, and other data received from sensors and transmitters in vehicles and infrastructure, make calculations and predictions and continually adjust traffic controls in response to conditions. Cost has been the chief barrier to adoption of adaptive traffic control systems.

Sales & Marketing

Typical customers for fire and intrusion alarm systems include **consumers**, businesses, governments, and institutions, as well as security providers such as ADT that sell and install security systems and offer monitoring services. Traffic, rail, and pedestrian signals are primarily sold to states, **municipalities**, and/or regional transit authorities. Residential smoke detectors and carbon monoxide detectors are typically sold through discount department stores like Target and Wal-Mart, hardware stores, and home centers.

Manufacturers of complete security systems may sell to distributors, retailers, or directly to residential and **business customers**. For large commercial fire detection systems on new construction projects, manufacturers

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may collaborate with architectural or engineering firms to ensure optimal system efficiency and design. For large security systems installed in new buildings, security system manufacturers may install systems just prior to tenant move-in.

Commercial marketing usually consists of a direct sales force that calls on owners and operators of commercial buildings. Contracts to wire and monitor large buildings are usually awarded after a bidding process. Additionally, most manufacturers and monitoring companies sell products and services through a large network of **independent dealers** who perform the installations. Residential marketing is often conducted by security service firms and usually includes advertising, telemarketing, dealer programs, and a commissioned sales force.

Plug & play security systems may also be sold through **internet retailers** such as Amazon, and the websites of electronics retailers like Best Buy. Other security products including carbon monoxide and smoke detectors, motion detectors, remote control units (consumer electronics, garage doors), sirens, and theft prevention signaling devices are readily available for purchase via the Internet.

Prices for security products vary greatly. A simple **battery-powered smoke detector** for residential use may only cost about $15. An institutional, integrated fire and security system for a hospital, university, or large commercial office building may cost hundreds of thousands of dollars or more.

Finance & Regulation

Raw material costs can be high, and average about 40 percent of sales. Gross margins average about 30 percent; net margins are typically under 10 percent. **Accounts receivable** average about 60 days sales. Companies may carry a significant amount of inventory (finished goods, works-in-progress, and raw materials); inventories average about 15 percent of sales. The industry is **capital-intensive**: average annual revenue per employee in the US is about $350,000.

Aside from local ordinances that may govern the response of police departments to alarms, the alarm system industry is largely unregulated in the US. **General Federal Trade Commission (FTC) regulations** govern the sales of equipment and monitoring contracts. The Federal Communications Commission (FCC) and state public utilities regulate the use of telephone and radio frequencies. **Lawsuits** about faulty equipment or monitoring are fairly common. Use of **smoke detectors** is regulated on the state level; state regulations vary and chiefly concern detector placement and power sources. Installation and maintenance standards for traffic signals are regulated by the US Federal Highway Administration (FHWA).

International Insights

Global demand for security equipment is forecast to rise 7 percent per year and reach annual sales of $117 billion in 2016, according to the Freedonia Group. Leading manufacturers based outside the US include Nippon Signal (Japan) and divisions of Siemens (Germany) and Tyco (Switzerland).

Asia, Eastern Europe, Africa, and the Middle East are expected to see the most rapid growth in security equipment demand compared to more developed markets in Western Europe and North America. **Economic growth**, rising middle classes and **increased urbanization**, new business formations, and foreign investment are expected to drive demand for security equipment in developing markets.

Due to rapid GDP growth and construction activity, **China** and **India** are forecast to experience the greatest increases in demand for security equipment; both countries should see annual growth of more than 10 percent

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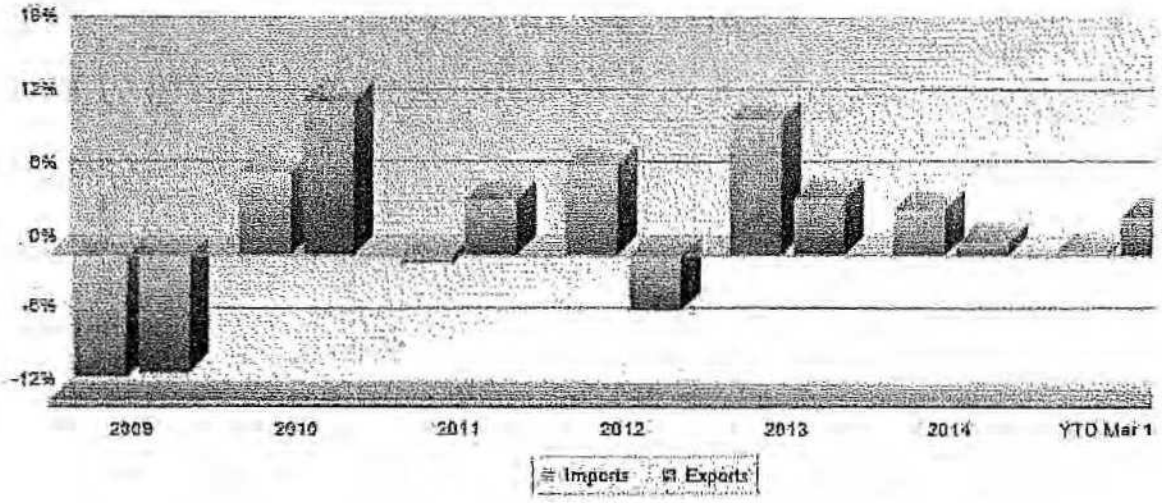
through 2016. China became the **world's largest market** for security equipment in 2011, but **per-capita spending** for security products still lags the US and Western Europe. Although China currently spends about half as much on security products (on a per-capita basis) than Western markets do, China is forecast to account for 25 percent of global gains in security equipment sales through 2016.

North American demand for security equipment is expected to increase more than 6 percent per year through 2016, lagging somewhat behind the global average. However, spending is improving compared to the pace set over the previous several years as construction continues to recover and GDP and consumer incomes rise. **Rising investment** in Mexico combined with relatively low market penetration there will help drive overall **North American demand** for security equipment. Western Europe and Japan are expected to experience more muted demand for security products as higher GDP and concerns about crime are somewhat offset by the overall maturity of those markets.

Change in Dollar Value of US Trade - US International Trade Commission

Imports of other communications equipment to the US come primarily from China, Mexico, Canada, Taiwan, and UK. Major export markets for US other communications equipment include Canada, Mexico, Australia, UK, and Hong Kong.

334290 OTHER COMMUNICATIONS EQUIPMENT



Regional Highlights

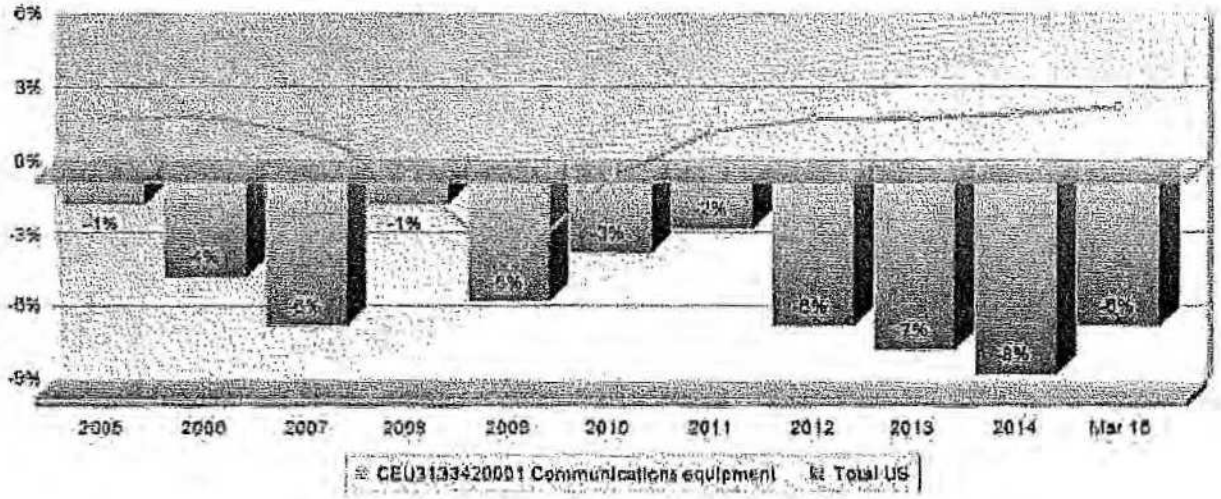
In the US, the states with the highest concentration of security products manufacturers, as measured by total value of shipments, are Illinois, California, Missouri, New Jersey, New York, and Minnesota. Demand for burglar and car alarms tends to be higher in urban areas, especially ones with real or perceived high rates of crime. In 2013, large US cities with the highest crime rates included Detroit, Baltimore, Memphis, Philadelphia, and Washington DC, according to an analysis of FBI crime data by CQ Press.

Human Resources

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Workers in the communications equipment manufacturing industry, which includes security products, often need special skills in engineering or in operating advanced manufacturing machinery. Industry wages are thereforemoderately higher than the national average. The industry's industry rate is about 40 percent lower than the national average.

Industry Employment Growth
Bureau of Labor Statistics



Average Hourly Earnings & Annual Wage Increase
Bureau of Labor Statistics

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Industry Growth Rating



Demand: driven by construction spending.
Need efficient operations, effective marketing.
Risk: volatile prices for key materials.

Industry Indicators

The value of US nonresidential construction spending, a driver for security system demand, rose 4.4% year-to-date in March 2015 compared to the same period in 2014.

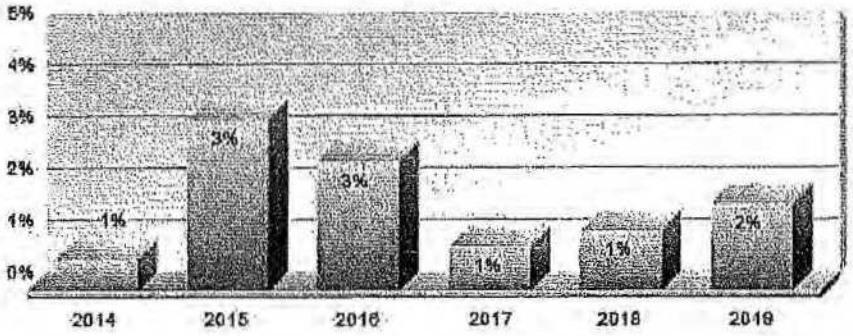
US personal income, which drives consumer spending on security systems, rose 3.8% in March 2015 compared to the same month in 2014.

The value of US residential construction spending, an indicator of security products demand, rose 1.1% year-to-date in March 2015 compared to the same period in 2014.

Industry Forecast

Revenue (in current dollars) for US security products manufacturing is forecast to grow at an annual compounded rate of 2 percent between 2015 and 2019, based on changes in physical volume and unit prices. Data Published: February 2015

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First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. Forecast FAQs

Companies

G4S PLC	England	$10,636.31M
Tyco International Ltd.	Switzerland	$10,340.00M
Assa Abloy AB	Sweden	$7,480.62M
The ADT Corporation	United States	$3,408.00M
Allegion Public Limited Company	Ireland	$2,046.60M
Brady Corporation	United States	$1,225.03M
Niscayah Group AB	Sweden	$976.42M
NOHMI BOSAI LTD.	Japan	$909.92M
Simplexgrinnell LP	United States	$750.10M
ASSA ABLOY INC.	United States	$700.50M
China Security & Surveillance Technology, Inc	China	$684.70M
CHECKPOINT SYSTEMS, INC.	United States	$662.04M
HOCHIKI CORPORATION	Japan	$657.35M
Morphotrust Usa, LLC	United States	$400.00M
SLOMIN'S, INC.	United States	$234.40M
OI ELECTRIC CO., LTD.	Japan	$223.27M
STANLEY SECURITY SOLUTIONS, INC.	United States	$201.00M
SECURIDEV	France	$191.93M
System Sensor, Ltd.	United States	$164.50M
LOJACK CORPORATION	United States	$133.57M
3M Cogent, Inc.	United States	$129.58M
DEFENDER SECURITY COMPANY	United States	$117.60M

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March Networks Corporation	Canada	$108.16M
HID GLOBAL CORPORATION	United States	$106.40M
AROTECH CORPORATION	United States	$103.56M
OPSEC SECURITY GROUP PLC	England	$92.43M
GUARDIAN PROTECTION SERVICES, INC.	United States	$85.50M
Rapiscan Systems, Inc.	United States	$82.30M
SARGENT MANUFACTURING COMPANY	United States	$80.40M
E.J. BROOKS COMPANY	United States	$79.30M

Industry Drivers

Changes in the economic environment that may positively or negatively affect industry growth.
Data provided by First Research analysts and reviewed annually



Construction Spending Change in the overall level of commercial and residential construction spending

Critical Issues

Demand Depends on Construction Spending - Demand for fire and intruder alarm security systems depends on construction spending for residential, commercial, office, and institutional buildings. Similarly, demand for vehicle and pedestrian traffic signals relies on population growth, particularly in urban areas. Between 2007 and 2010, overall US construction spending declined 30 percent. Residential construction spending fell 50 percent; nonresidential spending dropped about 15 percent. In the wake of the late-2000s recession, the construction sector as a whole didn't begin to rebound until 2012.

Volatile Raw Materials Prices - Raw materials and purchased subassemblies costs represent as much as 40 percent of annual sales, and fluctuations in materials costs can affect profitability. Common materials for security system and traffic signal manufacture include aluminum, steel, copper wire, electronics, plastics, and fiberglass. Prices for plastics and resins, which are subject to fluctuations in crude oil prices, can rise nearly 20 percent in a year. Copper wire prices can rise more than 20 percent in a year.

Business Challenges

Perceptions of Alarm Ineffectiveness - Homeowners are more aware that they may be buying a false sense of security by installing a security system. The high rate of false alarms has slowed police response. Shoddy installation and service give many homeowners more headaches than the "peace of mind" security companies promise. Some security experts contend that the minimal protection afforded by most systems isn't worth the high cost.

Long Traffic Light Replacement Cycles - A typical traffic light has an expected lifecycle of about 25 years. Slow replacement cycles leave companies relying on build-out of new residential and commercial developments, which is dependent on economic cycles. During periods of slow economic growth, municipalities may delay traffic light replacement efforts due to budget constraints; replacing all the traffic signals in a large US city can cost hundreds of millions of dollars. A weak economy also mutes investment in new residential and commercial real estate development, which also hinders demand for traffic signals.

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Business Trends

"Plug & Play" Alarm Systems - Plug & play alarm systems are enabled by wireless technologies like Bluetooth and don't require wiring and cables to be routed through walls in a home or business. Complete plug & play alarm systems can be purchased and easily installed by the home or business owner for a few hundred dollars. Such systems eliminate the need for a monthly monitoring fee, and instead are monitored by the user's smartphone or computer. The monitoring apps for plug & play alarm systems can also operate a home or business' thermostat, send email alerts, and display cloud-based digital IP security camera footage.

Adaptive Traffic Signals - Next-generation, or "smart" traffic signals, are adaptive in their ability to react to traffic conditions. Currently available technology uses cameras and radar to "learn" about traffic patterns and adapt to changing conditions to keep traffic flowing more smoothly. Cost has been the chief barrier to adoption of adaptive traffic control systems.

Industry Opportunities

Construction Sector Recovery - Demand for fire and intruder alarm systems, as well as traffic signals, could be buoyed by the recovery of the US construction sector, which was hit hard by the economic downturn of the late 2000s. Since hitting bottom in 2011, overall US construction spending has increased 15 percent. Spending for surface transportation projects is forecast to rise 7 percent in 2014 and grow even more in the coming years, according to consulting firm FMI. Surface transportation could create demand for new traffic signals and upgrades. Other construction segments that are expected to see spending rises include housing, commercial, and lodging.

Health Care Security Systems - Growing security and safety concerns have increased health care companies' investment in specialized high-tech security systems. About 60 percent of private industry workplace assaults occur in the health care and social assistance industries. In addition to workers and patients, medical centers must safeguard medical records and controlled substances. The latest health care security systems typically include multiple video cameras and monitors, access-control systems with automatic door locks, employee and patient identification software, baby-matching systems, and virtual fencing.

Demographics Favor Security Growth - Senior citizens and dual-income families are proving to be attractive target demographics for security companies. As more seniors remain at home later in life, they are increasingly using systems that monitor health and safety, in addition to security. Dual-income families are more willing to pay for monitoring, especially when both breadwinners are away from home daily.

Call Prep Questions

Conversation Starters

How does the company plan for cyclical shifts in demand?

Demand for fire and intruder alarm security systems depends on construction spending for residential, commercial, office, and institutional buildings.

To what extent is the company affected by fluctuations in raw material commodity prices?

Raw materials and purchased subassemblies costs represent as much as 40 percent of annual sales, and fluctuations in materials costs can affect profitability.

If a maker of security alarms, how does the company counter skepticism regarding alarm effectiveness?

Homeowners are more aware that they may be buying a false sense of security by installing a security system.

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How is the company affected by shifting trends in construction spending?
Demand for fire and intruder alarm systems, as well as traffic signals, could be buoyed by the recovery of the US construction sector, which was hit hard by the economic downturn of the late 2000s.

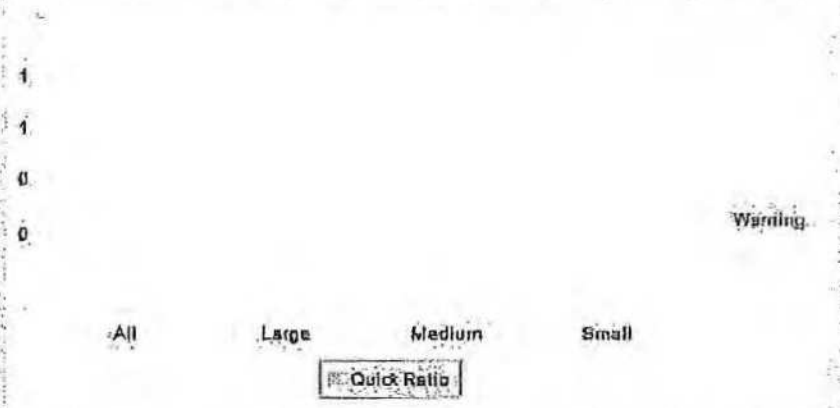
If a maker of security alarms, to what extent does the company target the health care market?
Growing security and safety concerns have increased health care companies' investment in specialized high-tech security systems.

What, if any, demographic trends might affect demand for the company's security products?
Senior citizens and dual-income families are proving to be attractive target demographics for security companies.

Financial Information
COMPANY BENCHMARK TRENDS

Quick Ratio by Company Size

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.

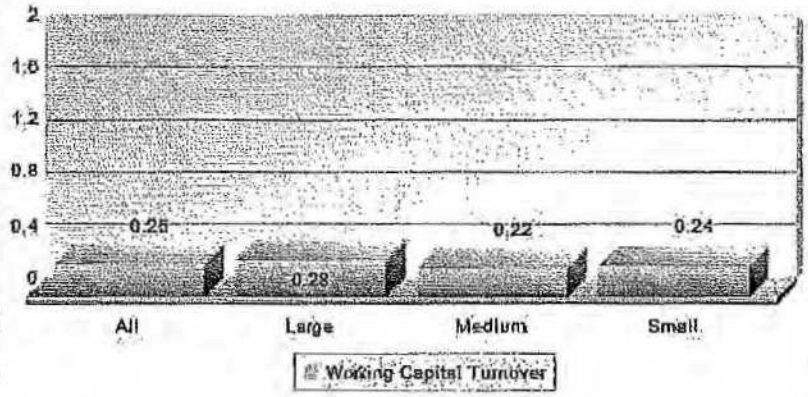


Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

Working Capital Turnover by Company Size

The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.

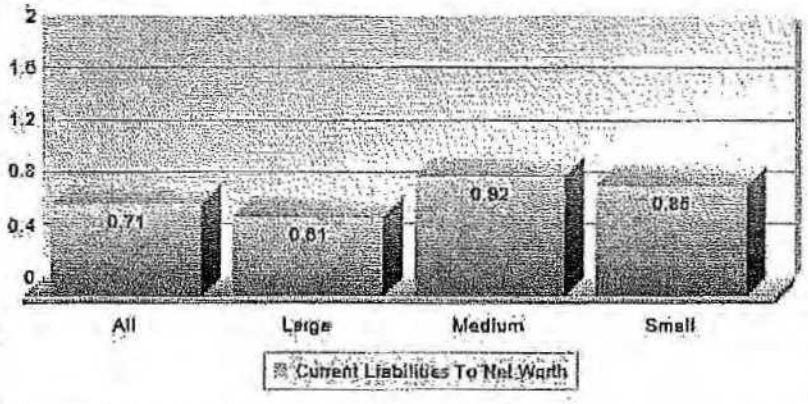
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Current Liabilities to Net Worth by Company Size

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

COMPANY BENCHMARK INFORMATION

NAICS: 334290

Data Period: 2013 Last Update April 2015

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Table Data Format				Mean
Company Size	All	Large	Medium	Small
Size by Revenue		Over $50M	$5M - $50M	Under $5M
Company Count	207	5	26	176
Net Sales	100%	100%	100%	100%
Gross Margin	31.9%	31.4%	32.9%	32.3%
Officer Compensation	1.6%	1.5%	1.8%	2.2%
Advertising & Sales	0.8%	0.8%	0.9%	0.8%
Other Operating Expenses	26.7%	26.0%	28.1%	26.8%
Operating Expenses	29.1%	28.2%	30.7%	29.7%
Operating Income	2.8%	3.2%	2.1%	2.5%
Net Income	2.8%	3.1%	2.1%	2.7%
Cash	16.7%	15.9%	18.1%	17.6%
Accounts Receivable	29.0%	29.3%	28.6%	28.6%
Inventory	15.3%	15.9%	13.6%	16.2%
Total Current Assets	67.4%	67.5%	66.7%	69.5%
Property, Plant & Equipment	8.7%	8.9%	8.4%	8.2%
Other Non-Current Assets	23.9%	23.7%	24.9%	22.3%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	9.5%	9.0%	10.0%	10.8%
Total Current Liabilities	32.7%	30.7%	36.5%	35.1%
Total Long Term Liabilities	21.0%	19.2%	23.9%	23.5%
Net Worth	46.3%	50.1%	39.6%	41.4%
Quick Ratio	1.49	1.57	1.35	1.42
Current Ratio	2.06	2.20	1.83	1.98
Current Liabilities to Net Worth	70.7%	61.2%	92.0%	84.8%
Current Liabilities to Inventory	x2.15	x1.93	x2.69	x2.17

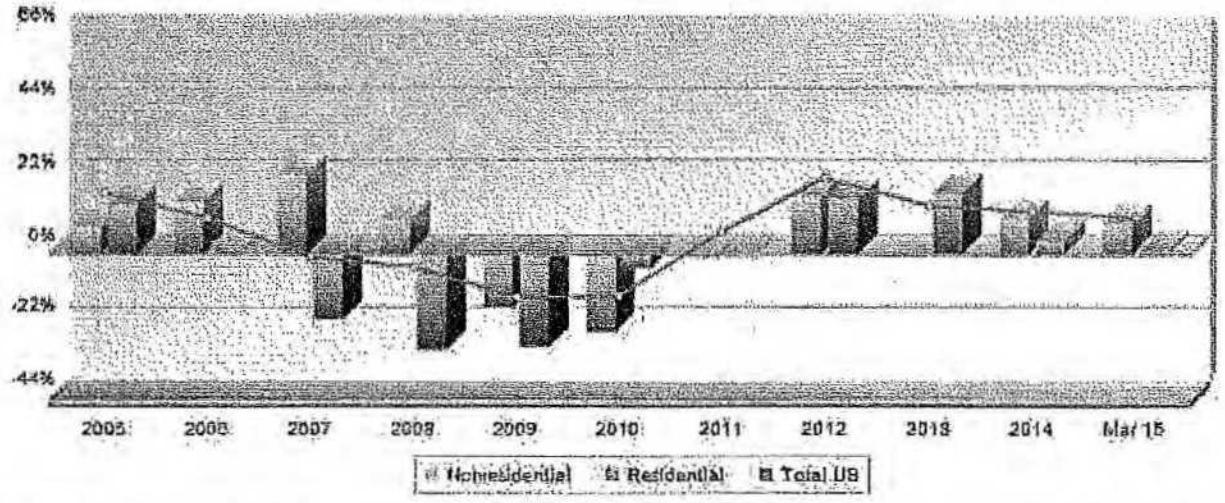
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Total Debt to Net Worth	x1.16	x1.00	x1.52	x1.42
Fixed Assets to Net Worth	x0.19	x0.18	x0.21	x0.20
Days Accounts Receivable	77	79	74	73
Inventory Turnover	x6.15	x5.84	x7.02	x6.01
Total Assets to Sales	73.3%	74.9%	71.2%	70.2%
Working Capital to Sales	25.5%	27.6%	21.5%	24.1%
Accounts Payable to Sales	6.8%	6.6%	7.0%	7.4%
Pre-Tax Return on Sales	4.5%	5.0%	3.4%	4.3%
Pre-Tax Return on Assets	6.1%	6.7%	4.7%	6.2%
Pre-Tax Return on Net Worth	13.2%	13.4%	11.9%	15.0%
Interest Coverage	x27.90	x24.23	x35.50	x42.00
EBITDA to Sales	5.8%	6.3%	5.1%	5.5%
Capital Expenditures to Sales	3.1%	3.2%	3.0%	2.9%

Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

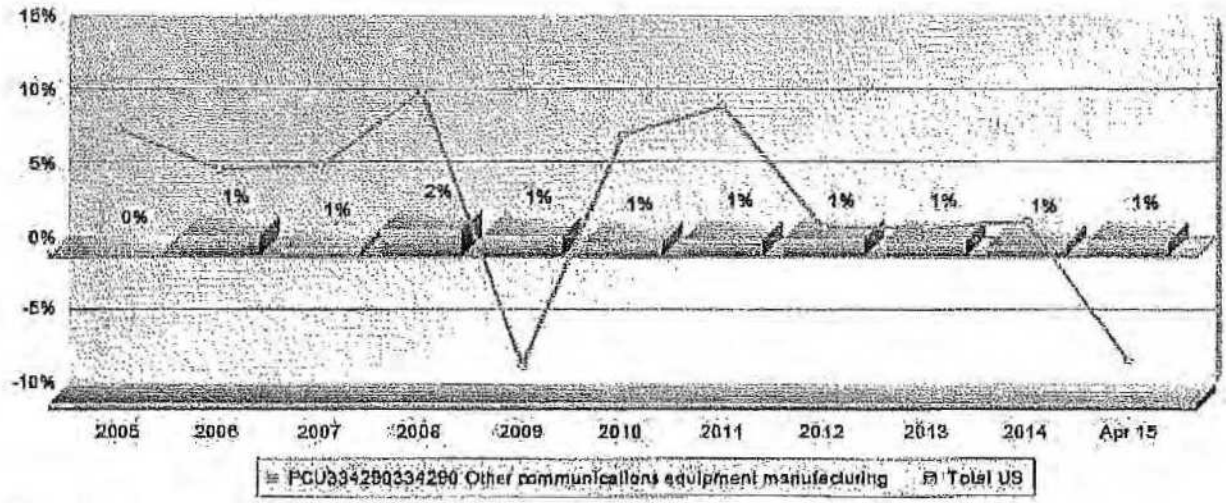
ECONOMIC STATISTICS AND INFORMATION

Annual Construction put into place - Census Bureau



Change in Producer Prices - Bureau of Labor Statistics

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VALUATION MULTIPLES

No valuation multiples available for this industry.

Industry Websites

Canadian Security Association

Industry information, news, and events.

Federal Highway Administration

Traffic signal system management publications and technical assistance.

Federal Railroad Administration

Regulations and compliance issues for signal and train control.

Hi-Tech Security Solutions

Industry journal, product news.

International Municipal Signal Association

Certifications and compliance information.

National Fire Protection Association

Smoke alarm reports and statistics.

Security Industry Association

Directories and news.

Security Systems News

Industry news and blogs.

[redacted]

Automobile Parts Manufacturing

4.13.2015

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NAICS CODES: 3363
SIC CODES: 3714

Industry Overview

Companies in this industry manufacture automobile parts, including transmission and power train components, engines and engine parts, body parts and trim, electronics, braking systems, and steering and suspension components. Major companies include BorgWarner, Dana, Lear, Tenneco, TRW Automotive, Visteon, and the automotive division of Johnson Controls (all based in in the US), along with Robert Bosch and Continental (Germany); Delphi Automotive PLC (UK), DENSO and Aisin Seiki (Japan); Faurecia (France); and Magna International (Canada).

Economic expansion in emerging markets is expected to drive healthy growth in the auto manufacturing sector over the next several years, which should bolster demand for auto parts.

The US auto parts manufacturing industry consists of about 4,400 companies with combined annual revenue of about $214 billion.

Competitive Landscape

Demand for auto parts is driven by **new car sales**, which are strongly affected by interest rates, and by the **replacement market**. Company profitability depends partly on the difficulty of manufacturing products and partly on demand volume, since many costs are fixed. Small companies can compete successfully by focusing on a small number of products or some highly technical ones. The US industry is **concentrated**: the 50 largest companies account for more than half of industry revenue.

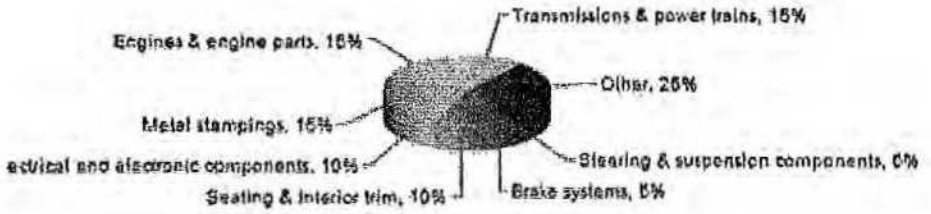
The structure of the industry is complex. Most smaller companies (referred to as **"tier 2"** and **"tier 3"** suppliers) sell parts to larger suppliers (referred to as **"tier 1" suppliers**), which in turn sell component assemblies or modules to car and truck assemblers such as GM and Ford, which are known as original equipment manufacturers or **OEMs**.

Products, Operations & Technology

Major product categories for the US industry are **transmission and power train components, engines and engine parts**, and **metal stamping** of body parts and trim, each of which accounts for about 15 percent of industry revenue. Other products include **electrical and electronic equipment** (10 percent); **seating and interior trim** (10 percent);**brake systems** (5 percent); and **steering and suspension components** (5 percent), as well as air conditioning systems and carburetors, pistons, and valves. Parts manufacturing plants are often located close to the assembly plants of the car companies, usually within 100 miles.

Revenue by Product - US Census Bureau

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Because car and truck companies focus increasingly on design, assembly, and marketing operations (and less on actual manufacturing), the parts industry produces virtually everything that goes into a car or truck.

Tier 1 suppliers usually concentrate in one or two distinct industry segments such as axles, power trains, brakes, exhaust systems, suspensions, electrical components, seating, engine parts, or accessories. OEMs still build most of their own engines.

The **production process** depends on the types of parts a manufacturer produces. Companies may buy components from suppliers or make products from scratch by working raw materials like metals and plastics. Companies may own one or several production plants and may have large inventories of raw and finished materials.

Companies often own the tooling needed to manufacture parts, but tooling may also be owned by the customer the product is being made for. Tooling used for simple production processes may be bought from other manufacturers; companies may also develop their own special tooling for making proprietary products or components.

International trade is greatest with Canada and Mexico, where both part manufacturing plants and vehicle assembly plants are located to take advantage of NAFTA. Many foreign car makers have built US assembly plants and use a large number of US-made parts.

Technology

Engineering and **quality assurance** are important in the manufacturing process, both for producing parts to the specifications required by the customer, and for achieving cost efficiencies. Industrial engineering technology is a rapidly evolving field. **Computer systems** are extensively used for designing parts and for process control and inventory management. Many suppliers are integrating supply chain systems with customers to support "just-in-time" (JIT) delivery of parts to assembly operations. Big car companies are requiring suppliers to upgrade their electronic data interchange (EDI) capabilities to increase supply chain efficiency.

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Automakers and their suppliers are investing in technologies that can improve vehicle safety, performance, and efficiency. Car companies have been working to seamlessly integrate consumers' smartphones, tablets, and other electronic devices with their vehicles' information and entertainment systems. Suppliers of **automotive infotainment systems** are increasingly offering 4G LTE WI-Fi hotspot options. Car companies and their suppliers are also working with Google and Apple to offer vehicles that are more compatible with Apple's iOS and Google's Android operating systems. Suppliers of automotive infotainment systems are also working to ensure system safety by offering hands-free features that reduce the potential for distracted driving.

Another innovation, **vehicle-to-vehicle communication** (V2V), could reduce accidents. In a typical V2V application, vehicles would send wireless signals to other cars communicating vehicle location, speed, and direction. V2V communications would help cars maintain a safe distance between each other, and even initialize evasive maneuvers such as braking and steering to prevent accidents. A complementary technology, vehicle-to-infrastructure (V2I), would allow vehicles to receive road conditions and safety information from road signs, signal lights, or other roadway infrastructure.

Self-driving cars are another area where automakers and technology companies are working together. Google has developed a self-driving car that has undergone 200,000 miles of testing on public highways and roads. Using lasers, radars, and cameras, Google's self-driving prototype can perceive and process information about the car's surroundings much faster than a human driver. However, experts believe commercial viability of self-driving cars, let alone their widespread adoption, are at least a decade away.

Sales & Marketing

The operations of most parts manufacturers are determined by the **production cycle** of autos, which are often substantially redesigned every few years. As part of the product development process, tier 1 suppliers are consulted by the OEMs about the manufacturing feasibility and cost of individual components, and are given contracts to produce them. Tier 1 companies in turn award contracts to smaller suppliers based on their ability to produce a part and the cost. Once chosen as the component supplier for a particular car or truck platform, a parts manufacturer can count on a continuing flow of business from that line for several years, even producing replacement parts after the vehicle is no longer made. But because OEMs and big suppliers buy "as needed" from smaller ones, **long-term contracts** don't necessarily guarantee stable sales.

Sales and marketing is usually handled by senior managers, since relations with a few large customers are crucial to company revenues.

Many suppliers sell both to OEMs and the higher-margin aftermarket, which includes retail auto parts chains like AutoZone, auto and truck dealers, repair shops; and about 20,000 traditional parts distributors ("jobbers") like NAPA, which sell to installers. Although big chains concentrate mainly on the consumer market, some also have a large commercial business that competes with jobbers.

Finance & Regulation

Auto parts manufacturers incur substantial **design and capital costs** before they earn any revenue. The industry is**capital-intensive**; average annual revenue per employee in the US is about $400,000. Capital investments in new equipment are frequent and typically amount to about 3 to 5 percent of revenue in a given year. Depending on the part to be manufactured, machinery may have to be acquired or modified, a production line set up, and workers trained. The revenue trail for a particular part may last years, so **cash flow** for a particular part will often be uneven.

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Inventories of raw materials, work in process, and finished product may be high, especially because tier 1 companies and the car companies want to use **just-in-time manufacturing** methods and, therefore, push inventories back up the supply chain. **Receivables** are often highly concentrated in one or a few large customers. Typical receivables are about 50 days' sales.

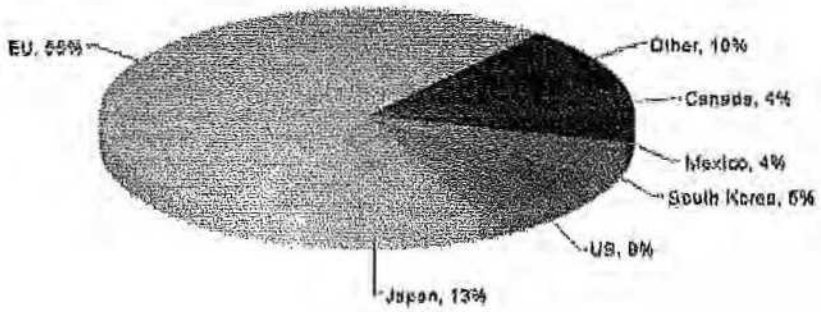
Auto parts makers are subject to the usual government **regulations** that apply to manufacturing industries, mainly workplace safety regulations administered by OSHA, and environmental regulations administered by EPA and state agencies. Because manufacturing operations can involve toxic metals and solvents, air and water pollution are often issues manufacturers must address, and waste disposal practices can be costly.

International Insights

Economic expansion in emerging markets is expected to drive **healthy growth** in the auto manufacturing sector over the next several years, which should bolster auto parts demand. Leading auto parts manufacturers based outside the US include Robert Bosch and Continental (Germany), Delphi Automotive PLC (UK), DENSO and Aisin Seiki (Japan), Faurecia (France), and Magna International (Canada).

Generally auto parts makers concentrate operations in **major automotive manufacturing regions**. Based on revenue, Germany, Japan, and the US are the top producers of automobiles; other leading auto-producing countries include the China, South Korea, India, and Brazil. Mexico and Taiwan, both major centers of outsourced manufacturing services, also produce large amounts of auto parts.

Auto Product Export Leaders - WTO, 2009



Auto parts makers are targeting countries with burgeoning economies such as Brazil, China, and India for growth. **Developing countries** in Africa, the Middle East, and Eastern Europe also hold greater growth potential than the saturated markets of North America and Western Europe.

Lower **labor and transportation costs** in developing nations also make them attractive to automakers as manufacturing bases. To take full advantage of the cost-saving opportunities, automakers require local suppliers. Consequently, the geographic reach of auto parts makers is becoming an increasingly important factor for winning business with carmakers.

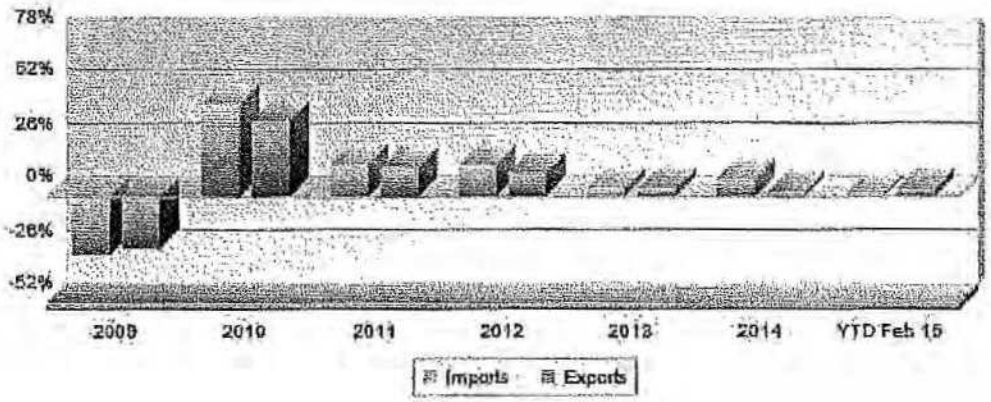
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While global expansion affords auto parts makers new opportunities, it also exposes them to more **government regulation.** Companies must adhere to laws governing labor policies, safety regulations, and environmental standards, all of which can vary greatly from market to market. International trade agreements can also have a significant impact on the sale of auto parts in foreign markets. Parts suppliers may be subject to tariffs that effectively prohibit sales in a given country.

Change in Dollar Value of US Trade - US International Trade Commission

Imports of automobile parts to the US come primarily from Mexico, Canada, Japan, China, and Korea. Major export markets for US automobile parts include Canada, Mexico, China, Australia, and Japan.

3363 MOTOR VEHICLE PARTS



Regional Highlights

In the US, parts manufacturing plants are typically clustered around car assembly plants. States with the most parts plants are Michigan, California, Ohio, and Indiana, followed by Illinois, Texas, and Tennessee. Based on value of shipments, about half of US auto parts manufacturing occurs in Michigan, Ohio, and Indiana. However, in recent years auto assembly plants and parts suppliers have tended to move away from the Midwest in favor of the southern US, where labor unions are less influential and average wages tend to be lower.

Human Resources

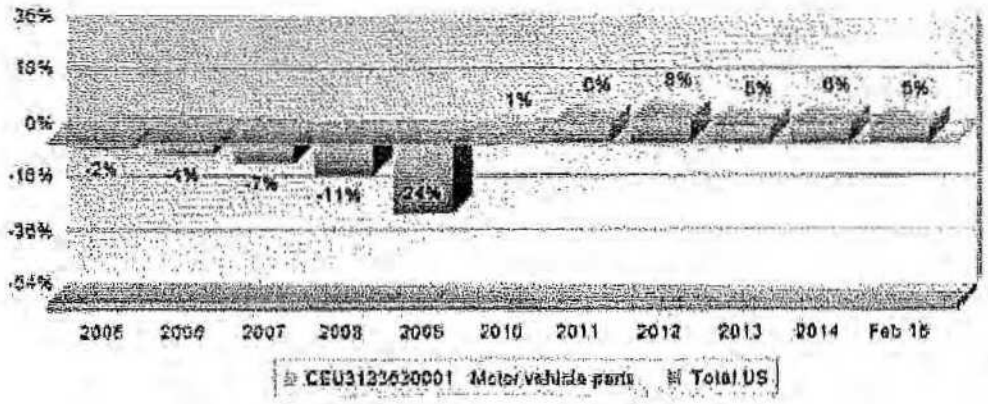
Production jobs in auto parts manufacturing typically involve operating complex machinery. Average pay for the industry in the US is about the same as the national average.

The safety record of the industry has improved rapidly in the past decade, but injury rates are still much higher than the national average.

Industry Employment Growth

Bureau of Labor Statistics

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Average Hourly Earnings & Annual Wage Increase
Bureau of Labor Statistics



Industry Growth Rating



Demand: Tied to new vehicle sales and the large after-market
Need strong technical expertise
Risk: Greater import competition

Quarterly Industry Update
4.13.2015

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Challenge: US Sales Slow for Light Vehicles - US new light vehicle sales, a demand indicator for automobile parts, cooled in March 2015 compared to a year earlier, according to Autodata. Total vehicle sales rose less than 1 percent, and major car makers including General Motors, Ford, Volkswagen, and Honda saw slight, year-over-year drops in sales. Toyota was the only major automaker to buck the trend; its March sales were up 5 percent and industry analysts are predicting a strong showing in 2015 for the Japanese giant. Despite overall tepid US sales in March, Autodata expects US 2015 US auto sales to be on track for the best year in more than 10 years. March sales of light trucks and SUVs kept sales from dipping negative, as truck sales grew more than 5 percent; car sales dropped more than 4 percent.

Industry Impact - Automotive parts makers may have to make adjustments to production schedules if overall US light vehicle sales continue to soften. If gasoline prices remain low, parts makers may dedicate more production resources toward light truck and SUV parts production.

1.19.2015

Opportunity: Light Vehicle Sales to Rise in 2015 - US sales and leasing of cars and trucks, a leading demand indicator for automobile parts, are expected to rise to 16.9 million units in 2015 compared to 16.4 million in 2014, according to a recent forecast by the National Automobile Dealers Association (NADA). Continued economic growth, including a full percentage point of growth in US gross domestic product, is expected to fuel ongoing demand for light vehicles in 2015. Employment and wages are also expected to increase, with a moderate 2.5 percent rise in disposable income. The Federal Reserve is likely to increase interest rates in 2014, but the NADA forecast assumes any rate increases will be small. Inflation is expected to be minimal in 2015, and low gasoline prices should free up some of consumers' disposable income.

Industry Impact - Amid continued positive economic trends, auto parts manufacturers that serve the OEM market may adjust their production and staffing strategies to meet ongoing robust demand.

10.20.2014

Challenge: Japanese Suppliers Seek Broader Customer Base - Japan's auto parts suppliers are being forced to expand their customer bases amid the increasingly global nature of the automotive industry, according to a recent report by *Automotive News*. In some cases, large Japanese suppliers may derive more than two-thirds of revenue from a single Japanese carmaker. For decades many of Japan's large auto parts suppliers benefited from close relationships with carmakers such as Toyota, Honda, and Nissan. This *keiretsu* system of tightly-knit cooperation between car companies and their suppliers (which often involves Japanese car companies holding equity stakes in suppliers) is coming under pressure as the Japanese auto industry has ceased expansion at home and instead looks overseas for growth. As Japanese carmakers have expanded assembly operations globally, they've expected their Japanese suppliers to follow or lose the business to local competitors. Smaller suppliers often cannot afford such investments, and *keiretsu*-inspired bid sharing arrangements popular in Japan have alerted regulators in North America and Europe.

Industry Impact - Japanese auto parts suppliers may seek acquisitions, mergers, or joint ventures to establish a broader base of customers and extend their geographic reach to reduce their reliance on the big Japanese automakers.

7.28.2014

Challenge: Auto Recalls Prompt Liability Concerns - Amid recalls by GM, Toyota, and other manufacturers, attorneys have been hard at work with automakers and their suppliers to limit manufacturer liability, according

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to*Automotive News*. Companies want to remove potentially harmful language from documents, identify risks, and brace for the possibility of increased regulation. As of July 2014 GM's recalls have affected nearly 29 million vehicles. Among the most serious is an ignition switch recall that has been linked to at least 13 deaths. GM was fined $35 million by the US Department of Transportation, and the company is facing a criminal investigation and several civil lawsuits related to the ignition switch problems.

Industry Impact - Auto parts suppliers may seek to implement across-the-board retraining of employees to mitigate the possibility of civil liability or criminal prosecution.

Industry Indicators

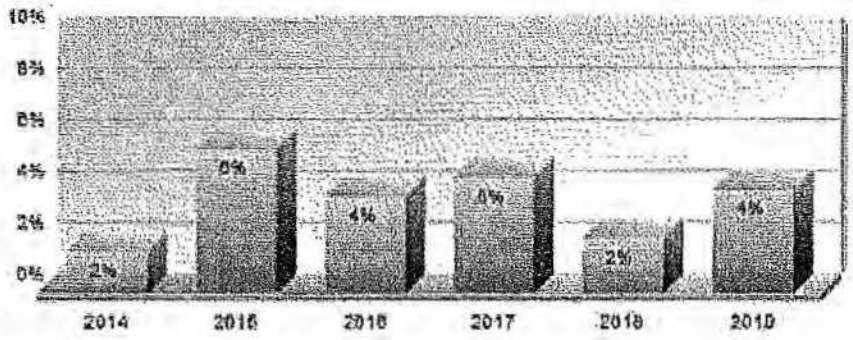
US consumer spending on durable goods, an indicator of retail auto part sales, fell 2.6 percent in February 2015 compared to the same month in 2014.

US durable goods manufacturers' shipments of motor vehicles and parts, an indicator of automobile parts and accessories production, rose 4.2 percent year-to-date in February 2015 compared to the same period in 2014.

US steel mill product prices, an indicator of commodity steel costs for auto parts manufacturing, fell 4.8 percent in March 2015 compared to the same month in 2014.

Industry Forecast

Revenue (in current dollars) for US motor vehicle parts manufacturing is forecast to grow at an annual compounded rate of 4 percent between 2015 and 2019, based on changes in physical volume and unit prices. Data Published: February 2015



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. Forecast FAQs

Companies

Robert Bosch Gesellschaft mit beschränkter Haftung	Germany	$63,417.21M
Continental AG	Germany	$45,883.45M
JOHNSON CONTROLS, INC.	United States	$42,828.00M

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DENSO CORPORATION	Japan	$39,750.95M
Magna International Inc	Canada	$36,641.00M
Jardine Strategic Holdings Limited	Bermuda	$32,236.00M
HYUNDAI MOBIS CO.,LTD.	South Korea	$32,163.78M
AISIN SEIKI CO., LTD.	Japan	$27,389.60M
SUMITOMO ELECTRIC INDUSTRIES, LTD.	Japan	$24,930.00M
FAURECIA	France	$24,818.17M
ZF FRIEDRICHSHAFEN AG	Germany	$23,177.81M
Cummins Inc.	United States	$19,221.00M
Lear Corporation	United States	$17,727.30M
TRW AUTOMOTIVE HOLDINGS CORP.	United States	$17,539.00M
DELPHI AUTOMOTIVE PLC	England	$17,023.00M
VALEO	France	$16,670.63M
JTEKT CORPORATION	Japan	$12,230.16M
TOYOTA BOSHOKU CORPORATION	Japan	$11,824.56M
GKN PLC	England	$11,765.84M
ROBERT BOSCH LLC	United States	$9,800.00M
Weichai Power Co., Ltd.	China	$9,539.80M
Autoliv, Inc.	United States	$9,240.50M
CALSONIC KANSEI CORPORATION	Japan	$8,915.87M
TENNECO INC.	United States	$8,420.00M
BORGWARNER INC.	United States	$8,305.10M
VISTEON CORPORATION	United States	$7,509.00M
FEDERAL-MOGUL CORPORATION	United States	$7,317.00M
YAZAKI CORPORATION	Japan	$7,293.85M
Hella KGaA Hueck & Co.	Germany	$7,282.42M
COMPAGNIE PLASTIC OMNIUM	France	$7,054.45M

Industry Drivers

Changes in the economic environment that may positively or negatively affect industry growth.
Data provided by First Research analysts and reviewed annually



Energy Prices Change in crude oil and related energy prices



Interest Rates Change in prime and related interest rates

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Consumer Spending Change in overall level of consumer spending on goods and services



Technology Innovation Advances in science and technology, including information technology



Government Regulations Changes in federal, state, or local government regulations or business-related policies



Commodity Prices Changes in prices for commodities, such as crops, metals, and other raw materials

Critical Issues

Customer Concentration - Consolidation of car companies and demand for larger and more complicated component assemblies have created larger, but fewer, auto part suppliers. To cut costs, auto manufacturers have been awarding a larger share of business to a smaller number of large tier 1 auto parts suppliers. As large suppliers become the de facto manufacturing arms of car companies, they gain greater power over smaller suppliers. Many tier 2 and tier 3 suppliers depend financially on a few large contracts.

International Competition - The largest importers to the US are Canada, Mexico, and Japan; imported car parts account for more than 35 percent of the US market. Many US suppliers reduce costs by moving production to lower-cost countries or by investing capital in more efficient facilities and equipment.

Business Challenges

Cyclical Demand - The auto industry depends on a favorable economy, relying on personal income and employment levels. Amid an economic slowdown, US annual vehicle sales fell by nearly 3 million units in 2009. The industry has since rebounded, but as of 2013, US light vehicle sales volumes still had not reached pre-recessionary levels. Due to the scale of operations and often far-flung supply chains, it is difficult for automakers and their suppliers to adjust to sudden and dramatic shifts in consumer demand.

Steel Price Volatility - The price of steel, a primary raw material used in car part manufacturing, can rise or fall by more than 30 percent from year to year. With little ability to raise prices, part makers often have to absorb cost increases or lose business. Because of a glut of worldwide steelmaking capacity, foreign steel is often cheaper than US. More US auto part production facilities are moving to foreign locations where steel supplies and prices remain steadier than in the US.

More Engineering Expertise Required - The increasing sophistication of car components forces suppliers to upgrade product lines with more engineering and research and better coordination with customers. Today's vehicles are sophisticated, computer-driven machines requiring technicians who can work with cutting-edge, high-tech tools.

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Competition from Counterfeit Parts - Auto parts counterfeiting results in lost sales of over $12 billion worldwide for the auto industry, according to the FTC. Parts counterfeiters sell aftermarket parts packaged as if they're directly from automakers, but which rarely meet performance standards.

Government Regulation - Because of the nature of the work and raw materials used, production of auto parts can be hazardous and produce toxic pollutants. For example, auto part manufacturers that work with or near metalworking fluids can be at risk for serious respiratory illnesses. Some manufacturing plants struggle to meet OSHA and EPA standards.

Competition from Used Parts - To cut costs, insurance companies are urging greater use of used and refurbished parts in car repair, cutting into new auto parts sales. Today's junkyards, known as auto recycling centers, have become sophisticated auto parts providers equipped with high-tech equipment. Recycled parts cost an average of 50 percent less than new ones, and many now come with warranties.

Business Trends

Globalization - To compete globally, auto part companies are merging and forming partnerships and joint ventures with worldwide auto companies. Partnerships are often created for the mutual exchange of ideas. Big suppliers have expanded operations overseas, wherever US or foreign OEMs assemble cars. To keep or add business, smaller suppliers have followed suit, either by manufacturing abroad or expanding their international distribution system.

More Older Vehicles Operating - Demand for auto parts is increasing due to Americans owning more vehicles and keeping vehicles longer. The average light vehicle on the road is more than 11 years old, according to IHS Automotive. Older vehicles require more maintenance and repairs than newer ones.

R&D Shifts to Suppliers - As big car companies concentrate on styling, marketing, and engines, part suppliers are advancing technology in many car components. Just as anti-lock brakes are now standard on many cars, parts companies believe that the computer-controlled, electronically operated systems they're developing will be popular for transmissions, suspensions, safety systems, and steering.

Quality Control - Many manufacturers require their suppliers to comply with QS9000 (quality control certification), a manufacturing standard guide. QS9000 demands evidence of continuous quality improvement, and is, therefore, more stringent than the better-known ISO9000.

Improving Fuel Efficiency - Amid consumer demand and increasing government regulation, automotive OEMs and their suppliers are working to develop new technologies to improve fuel efficiency and reduce vehicle emissions. Emerging powertrain trends include smaller, turbocharged engines; alternative fuels (including electric drivetrains); and advanced combustion modes. Replacing steel components with lighter materials -- such as aluminum, manganese, and composites -- is also expected to increase as OEMs seek to reduce overall vehicle weight. North American aluminum use in light vehicles is expected to increase 28 percent in 2015 compared to 2012 levels, according to Ducker Worldwide.

Industry Opportunities

Telematics - Integration of automotive telematics, technology that provides in-car access to communication networks, is expected to increase in the coming years. Employing computers and wireless communication networks, automotive telematic applications range from vehicle tracking and navigation systems to mobile

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television and email access. Growing interest in Internet-enabled automotive features could provide growth opportunities for parts and accessory manufacturers.

Green Technologies - Growing concern over climate change and energy dependency in the US has accelerated the development of environmentally friendly and alternative energy technologies. Demand for hybrid electric and alternative fuel-powered cars is growing, along with consumer expectations about the use of renewable, non-toxic materials. Some parts suppliers have created environmental initiatives to guide their product development and manufacturing practices.

China: Growing Market - With growing vehicle and parts sales and the WTO agreement opening the market, China has become a growing target market for motor vehicle parts and products, according to the Motor and Equipment Manufacturers Association (MEMA). Between 2003 and 2013, US exports of auto parts to China increased more than 300 percent.

Motorsports Affiliation - The auto aftermarket and motorsports have teamed for mutual benefit. Auto part manufacturers provide parts, participants, and sponsorships on the racetrack in exchange for marketing, merchandising, and parts testing. More people attend NASCAR races than NFL, NHL, or baseball, making it a perfect venue for marketing directly to consumers.

Call Prep Questions

Conversation Starters

How is customer consolidation impacting the company's pricing strategies?

Consolidation of car companies and demand for larger and more complicated component assemblies have created larger, but fewer, auto part suppliers.

How is increased foreign competition in the US auto market affecting the company?

The largest importers to the US are Canada, Mexico, and Japan; imported car parts account for more than 35 percent of the US market.

How does the company compete during times of lower demand?

The auto industry depends on a favorable economy, relying on personal income and employment levels.

How is the company positioning itself to take advantage of growing demand for electronic technology in auto parts?

Integration of automotive telematics, technology that provides in-car access to communication networks, is expected to increase in the coming years.

What product segments is the company targeting for R&D investment?

Growing concern over climate change and energy dependency in the US has accelerated the development of environmentally friendly and alternative energy technologies.

Which overseas markets has the company identified as growth opportunities?

With growing vehicle and parts sales and the WTO agreement opening the market, China has become a growing target market for motor vehicle parts and products, according to the Motor and Equipment Manufacturers Association (MEMA).

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Quarterly Industry Update

What is the company's outlook for US light vehicle demand for the remainder of 2015?

US new light vehicle sales, a demand indicator for automobile parts, cooled in March 2015 compared to a year earlier, according to Autodata.

Operations, Products, and Facilities

How many plants does the company operate?

Most suppliers have just one manufacturing plant.

In what product segments does the company participate?

Major product categories are transmission and power train components (20 percent of industry revenue); engines and engine parts (15 percent); and metal stamping of body parts and trim (15 percent); electrical and electronic equipment (10 percent); seating and interior trim (10 percent); brake systems (5 percent); and steering and suspension components (5 percent).

Is the company a tier 1, tier 2, or tier 3 supplier?

Tier 1 suppliers sell to OEMs; tier 2 and tier 3 suppliers sell mainly to tier 1 companies.

Does the company fabricate parts from raw materials or primarily purchase components?

Companies may buy components from suppliers or make products from scratch by working raw materials like metals and plastics.

What is the ownership status of the company's tooling operations?

Companies often own the tooling needed to manufacture parts, but tooling may also be owned by the customer for whom the product is being made.

How has just-in-time (JIT) manufacturing affected company operations?

With JIT manufacturing, automakers and suppliers don't keep large inventories of raw materials and components on hand, and the entire manufacturing process can come to a stop if one component is in short supply.

What alternative shipping arrangements does the company utilize if its main routes are interrupted?

The auto sector is especially at risk during shipping interruptions, since it relies on JIT delivery of parts and components. Manufacturers can't produce finished products without raw materials or components.

Customers, Marketing, Pricing, Competition

What percentage of sales is to the aftermarket (where margins are often higher)?

Some suppliers sell both to OEMs and the higher-margin aftermarket.

What percentage of sales is domestic versus export?

Many auto parts companies, once limited to a few OEMs, now have the opportunity to sell to foreign OEMs that have plants in the US. Many tier 2 suppliers now ship parts across borders.

How many large customers does the company have? Is there a dominant customer?

Customer concentration is common.

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How does the company defend itself from part counterfeiters?
Auto part counterfeiting results in lost sales of more than $12 billion worldwide for the auto industry, according to the FTC. Part counterfeiters sell parts that are packaged as if they're directly from the automakers, but rarely meet performance standards.

Has the company invested in motorsports marketing programs?
The automotive aftermarket and motorsports have teamed for mutual benefit. Auto part manufacturers provide parts, participants, and sponsorships on the racetrack in exchange for marketing, merchandising, and parts testing.

Regulations, R&D, Imports and Exports
Which product segments receive the most R&D funding from the company?
Increased electronic content, including telematics, are a key area of emphasis; improved fuel efficiency through the use of lighter weight materials is also an important area of research.

Is the company QS9000- or ISO9000-certified?
To sell to certain manufacturers, suppliers must comply with QS9000 (quality control certification), a manufacturing standard guide. QS9000 demands evidence of continuous quality improvement, and is, therefore, more stringent than the better-known ISO9000.

What challenges has the company faced complying with environmental regulations?
Because manufacturing auto parts produces toxic wastes, many suppliers have to deal with past pollution problems at contaminated sites.

Which international markets has the company targeted?
US auto parts exports to China have grown rapidly in the last decade. With the US market fairly mature, aftermarket part manufacturers are looking for new growth opportunities.

Organization and Management
What trend is the company seeing in employee wages?
Production jobs in auto parts manufacture typically involve operating complex machinery and are generally well-paid.

How much employee turnover has the company experienced?
The high pay and benefits generally keep turnover low.

Financial Analysis
What is the company's strategy for weathering demand slumps?
The industry goes through cycles of prosperity.

How does the company manage uneven cash flow?
First and fourth quarters are typically slow in the auto industry.

How much annual variability in inventories does the company experience?
Part manufacturers often hold large inventories.

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How much of sales and receivables is due to the largest customer?
Many small part manufacturers depend on a single large customer.

How have accounts receivables and inventory changed in the past few years?
Big customers often require smaller producers to hold larger inventories for just-in-time delivery, and to accept later payment.

Business and Technology Strategies
What is the company's demand forecast for the next few years?
US car sales are notoriously cyclical.

What opportunities does the company see in selling to foreign car companies that manufacture in the US?
In recent years, more foreign carmakers have established North American assembly operations to be closer to the US market.

How does the company expect consolidation to affect the auto parts industry?
To compete globally, auto part companies are merging and forming partnerships and joint ventures.

What are the company's electronic data interchange (EDI) capabilities?
Big car companies are requiring suppliers to upgrade their EDI capabilities to increase supply chain efficiency.

Executive Insight
Chief Executive Officer - CEO
Reducing Manufacturing Costs
Parts suppliers have been pressured by US car companies for lower prices. To comply, parts suppliers have had to cut costs, often by moving production to low labor cost countries to avoid paying US union labor costs. Mexico is the largest supplier of US car part imports.

Negotiating Contracts with Major Customers
Many auto parts suppliers depend on a few large customers for the majority of business. Supply contracts are often awarded several years before the start of production.

Chief Financial Officer - CFO
Arranging Working Capital and Equipment Financing
Parts manufacturers need large amounts of capital and often have large amounts of debt. The larger manufacturers may issue secured notes; smaller companies rely more heavily on bank financing.

Negotiating Contracts with Suppliers
The large parts manufacturers buy components from smaller manufacturers or raw material suppliers. Under price pressure from customers, large manufacturers in turn expect cost savings from suppliers. Supply contracts often call for progressive cost decreases in exchange for higher production volume.

Chief Information Officer - CIO
Implementing Manufacturing Automation Systems
Aside from outsourcing to low-cost countries, parts manufacturers have been able to cut costs through greater

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automation. In many processes, the labor input is limited to supplying automated machinery with raw materials. Industry labor productivity increased nearly 40 percent in the last decade.

Streamlining Logistics Systems
Because auto parts components are made by a large number of manufacturers, arranging for timely supply is difficult. Manufacturers also wish to minimize inventories of parts and finished products. To ensure appropriate shipment scheduling, part makers may integrate their computer systems with those of their suppliers and customers.

Human Resources - HR
Training Production Workers
Greater manufacturing automation requires that workers receive training in computer systems and other aspects of production control. Many auto parts have also become more complicated to manufacture. Continual worker training is critical in an industry that has cut employment even as production has risen.

Coordinating International HR Issues
When parts manufacturers move production to foreign locations, new HR issues arise, including pay and benefits for foreign employees and for expatriate American employees, local labor laws, and local working conditions. Large manufacturers may have operations in several countries.

VP Sales/Marketing - Sales
Exploring Non-Automotive Markets
The skills and equipment used to make auto parts can also be applied to make non-automotive products. Injection-molding of plastic auto parts, for example, can equally be applied to consumer goods. Some manufacturers also make parts for the aircraft industry. The level of future demand from US car makers is uncertain, pushing parts makers to diversify their customer base.

Expanding Aftermarket Sales
Some auto part makers focus on serving OEMs. However, sales to the aftermarket are generally more stable than sales that go into new cars.

Executive Conversation Starters
Chief Executive Officer - CEO
How is the company reducing production costs?
Parts makers are pressured to cut costs, often by moving production to low-labor-cost countries to avoid paying US union labor costs.

How far ahead of the production start date is the company negotiating new manufacturing contracts?
Supply contracts are often awarded several years before the start of production.

Chief Financial Officer - CFO
How does the company finance new equipment and working capital?
Larger manufacturers may issue secured notes; smaller companies rely more heavily on bank financing.

What strategies does the company use to negotiate the best prices with suppliers?
Supply contracts often call for progressive cost decreases in exchange for higher production volume.

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Chief Information Officer - CIO

What types of new automated equipment could the company invest in to improve productivity?

Parts manufacturers have been able to cut costs through greater production automation.

What types of new computerized systems could the company invest in to improve logistics?

Manufacturers try to minimize inventories of parts and finished products, and to schedule timely shipments.

Human Resources - HR

What ongoing technical training programs does the company provide employees?

Continual worker training is critical in an industry that has cut employment even as production has risen.

What HR challenges has the company faced in expanding to other countries?

Large manufacturers may have operations in several countries.

VP Sales/Marketing - Sales

What challenges does the company face in expanding into non-automotive parts?

The level of future demand from US car makers is uncertain, pushing parts makers to diversify their customer base.

How could selling aftermarket parts benefit the company?

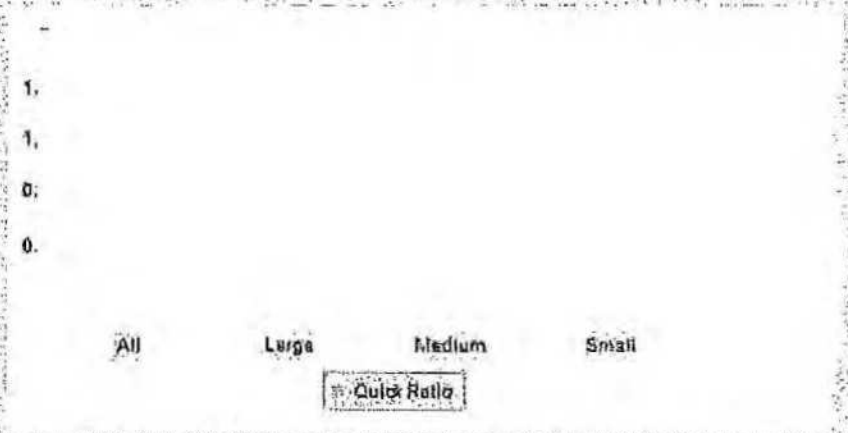
Sales to the aftermarket are generally more stable than sales that go into new cars.

Financial Information

COMPANY BENCHMARK TRENDS

Quick Ratio by Company Size

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.



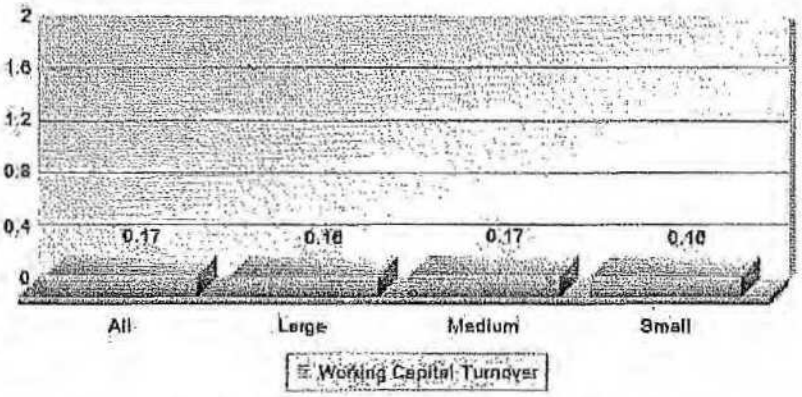
Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of

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companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

Working Capital Turnover by Company Size

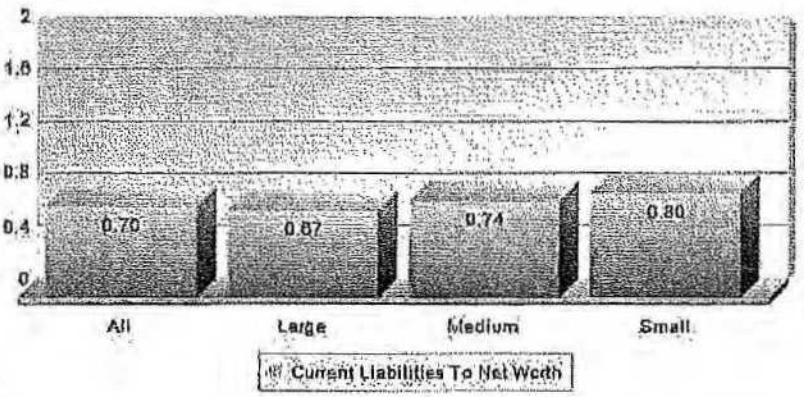
The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.



Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

Current Liabilities to Net Worth by Company Size

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



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Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

COMPANY BENCHMARK INFORMATION

NAICS: 3363

Data Period: 2013 Last Update April 2015

Table Data Format Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over $50M	$5M - $50M	Under $5M
Company Count	6326	128	797	5401
Net Sales	100%	100%	100%	100%
Gross Margin	22.7%	22.6%	22.0%	25.0%
Officer Compensation	1.7%	1.3%	1.8%	3.3%
Advertising & Sales	0.4%	0.4%	0.4%	0.5%
Other Operating Expenses	18.8%	19.2%	17.8%	19.5%
Operating Expenses	20.9%	20.9%	20.0%	23.2%
Operating Income	1.8%	1.6%	2.0%	1.8%
Net Income	0.7%	0.6%	0.8%	0.7%
Cash	7.3%	7.1%	7.4%	7.8%
Accounts Receivable	25.3%	25.6%	24.8%	25.5%
Inventory	25.3%	24.6%	26.6%	25.8%
Total Current Assets	62.8%	62.2%	63.6%	63.9%
Property, Plant & Equipment	21.1%	21.4%	21.2%	19.7%
Other Non-Current Assets	16.0%	16.4%	15.2%	16.4%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	15.2%	15.2%	15.3%	15.3%
Total Current Liabilities	33.5%	33.2%	33.7%	34.4%
Total Long Term Liabilities	19.0%	17.5%	20.7%	22.5%
Net Worth	47.5%	49.4%	45.6%	43.1%

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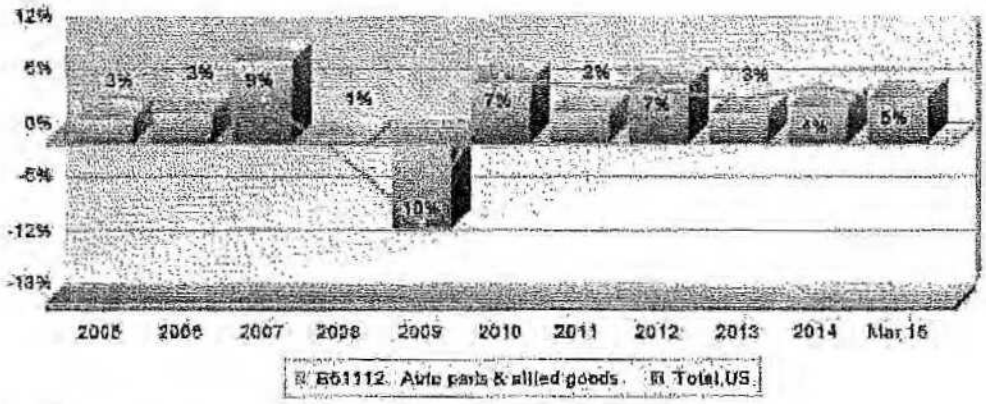
Quick Ratio	0.99	1.00	0.98	0.99
Current Ratio	1.88	1.87	1.89	1.86
Current Liabilities to Net Worth	70.4%	67.2%	73.7%	79.8%
Current Liabilities to Inventory	x1.32	x1.35	x1.27	x1.34
Total Debt to Net Worth	x1.10	x1.03	x1.19	x1.32
Fixed Assets to Net Worth	x0.44	x0.43	x0.46	x0.46
Days Accounts Receivable	51	52	50	50
Inventory Turnover	x5.54	x5.71	x5.27	x5.46
Total Assets to Sales	56.3%	56.3%	57.0%	54.5%
Working Capital to Sales	16.5%	16.3%	17.1%	16.1%
Accounts Payable to Sales	8.3%	8.3%	8.5%	8.1%
Pre-Tax Return on Sales	1.1%	1.0%	1.3%	1.1%
Pre-Tax Return on Assets	2.0%	1.8%	2.2%	2.1%
Pre-Tax Return on Net Worth	4.2%	3.7%	4.9%	4.8%
Interest Coverage	x2.05	x1.93	x2.19	x2.06
EBITDA to Sales	6.0%	6.0%	5.9%	5.8%
Capital Expenditures to Sales	4.8%	4.9%	4.6%	4.5%

Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

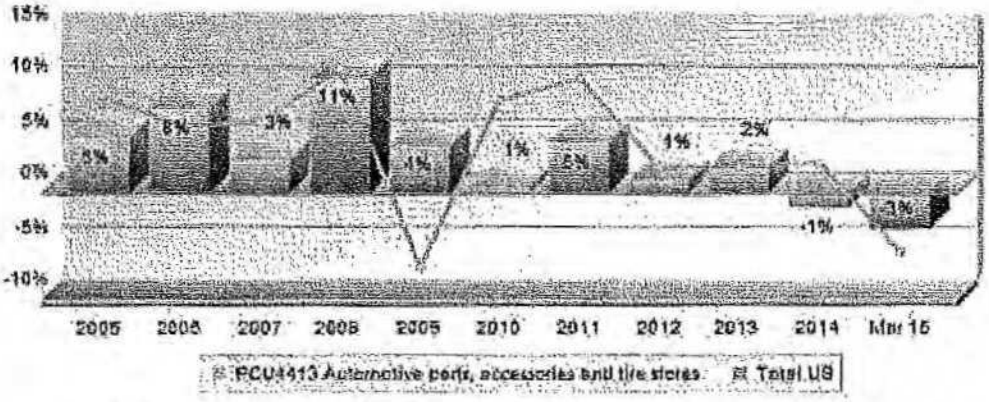
AMERICAN OVERSIGHT

ECONOMIC STATISTICS AND INFORMATION

Index of Industrial Production - Federal Reserve Board



Change in Producer Prices - Bureau of Labor Statistics



VALUATION MULTIPLES

Automobile Parts Manufacturing

Acquisition multiples below are calculated using at least 6 US private, middle-market (valued at less than $1 billion) industry asset transactions completed between 4/2005 and 3/2013. Data updated annually. Last updated: November 2014.

Valuation Multiple				
Median Value	0.6	1.5	8.2	5.7

MVIC (Market Value of Invested Capital) = Also known as the selling price, the MVIC is the total consideration paid to the seller and includes any cash, notes and/or securities that were used as a form of payment plus any interest-bearing liabilities assumed by the buyer.
Net Sales = Annual Gross Sales, net of returns and discounts allowed, if any.
Gross Profit = Net Sales - Cost of Goods Sold
EBIT = Operating Profit

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EXHIBIT F2

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EBITDA = Operating Profit + Noncash Charges

BVR What It's Worth

SOURCE: Pratt's Stats, 2014 (Portland, OR: Business Valuation Resources, LLC). Used with permission. Pratt's Stats is available athttps://www.bvresources.com/prattsstats

Industry Websites

Alliance of Automobile Manufacturers
Industry public relations group, addressing public policy issues.

Assembly Magazine
Industry news, product news, links.

Automotive Aftermarket Industry Association (AAIA)
Segment news, facts, trade shows, news and events.

Automotive Body Parts Association
Technical information, industry description, publications, and conventions.

Automotive Industries Association of Canada
News and links.

Automotive News
News. Subscription required.

Automotive Parts Manufacturers' Association (Canada)
News, links, and publications.

Motor & Equipment Manufacturers Association (MEMA)
Industry News

The Auto Channel
Industry news.

Glossary of Acronyms

EDI - electronic data interchange

JIT - just-in-time

MEMA - Motor & Equipment Manufacturer Association

NADA - National Automobile Dealers Association

OEM - original equipment manufacturers

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[redacted]

Automotive Parts & Accessories Stores
4.6.2015
NAICS CODES: 44131
SIC CODES: 5015, 5531

Industry Overview

Companies in this industry operate physical retail establishments that sell sell automobile parts, supplies, batteries, and lubricants. Major companies include Advance Auto Parts, AutoZone, O'Reilly Automotive, and The Pep Boys (all based in the US), as well as ATU Auto-Teile-Unger (Germany); AUTOBACS SEVEN and Yellow Hat (Japan); Halfords Group (UK); and Super Cheap Auto (Australia).

The global automotive industry is expected to experience healthy growth over the next several years, due largely to economic expansion in emerging markets. While the largest markets for auto parts retailers are the countries that have traditionally had the most automobiles, mature economies in North America and Europe will likely grow at a much slower pace.

The US automobile parts retail industry includes about 40,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about $50 billion.

The industry includes retailers of new and used automobile parts. Some large retailers also distribute auto parts. Tire wholesalers and tire dealers, which are not part of the industry, are covered in separate profiles.

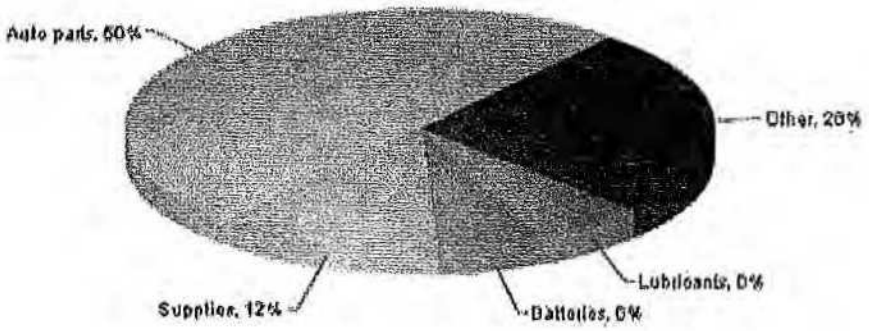
Competitive Landscape

Demand for automobile parts is driven by the age and mileage of vehicles in use and generally increases when fewer new cars are sold and older cars are kept on the road longer. The profitability of individual companies depends largely on inventory management and marketing. Large companies have economies of scale in purchasing and distribution. Small companies can compete effectively by carrying specialized parts or providing extra services such as fast delivery. The US industry is concentrated: the 50 largest companies generate about half of industry revenue.

Products, Operations & Technology

Auto parts account for about 50 percent of retail sales; auto supplies 12 percent; and auto batteries and auto lubricants, about 6 percent each. Because products are used on vehicles after their original sale, the industry is considered part of the motor vehicle aftermarket. Products are sold to two main groups of customers. Do-it-yourself (DIY) customers are consumers who work on their own cars; do-it-for-me (DIFM) customers include commercial installers such as auto repair shops, gas stations, fleet operators, and car dealer service departments. Parts sellers who provide installation and repair services may also categorize customers of those services as DIFM.
Product Segmentation by Revenue - Census Bureau

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Products include **"hard parts"** like brakes, mufflers, batteries, starters, alternator, and pumps; **maintenance** items like oil, oil filters, lubricants, additives, spark plugs, fuel injectors, lights, wipers, paints, waxes, and hoses; **tools** like wrenches and diagnostic equipment; and **accessories** like trim, wheel covers, and audio systems.

Big retailers tend to operate their own distribution networks. Some retailers sell both to consumers and local repair shops; some retailers operate their own repair departments. Many retailers operate their own delivery trucks.

Supply and **inventory management** are crucial to retail operations. A retailer may carry 40,000 SKUs onsite in a 10,000 square foot store. Parts are bought from the large auto parts **manufacturers**, from thousands of smaller manufacturers that make parts for the auto companies under new vehicle programs, and from manufacturers that make replacement parts specifically for the aftermarket. Long-term supply contracts are rare, and in most cases, several suppliers are available for any particular product. Large repair assemblies like entire doors or fenders are usually available only from a single source or used parts suppliers.

Computer technology is essential to auto parts retailers because they deal with large inventories of many items, bought from many suppliers, and with numerous small orders from customers, many of whom buy on account. Computerized catalogs that allow customers to find the correct parts based on auto year and make are common, and some companies sell parts online. Point-of-sale and bar code scanning systems are used to manage parts for different makes, models, and years; manage inventory levels, and gather information about buying patterns.

Sales & Marketing

Sales and marketing initiatives center on the type of customer a company is trying to serve. Retailers use typical advertising outlets such as newspapers, direct mail, and websites. Large retailers also advertise on TV and radio. Some retailers focus on sponsoring sporting events to raise their profiles with target markets. Social media is also playing a growing role in auto parts retail marketing. Platforms such as Facebook and Twitter can be used to connect with technicians and do-it-yourselfers, and some parts makers use YouTube to share videos with product promotions and installation guides.

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Some retailers belong to program distribution organizations, similar to franchise networks, that buy in bulk and provide marketing services for members. Among the largest are the National Automotive Parts Association (NAPA), Automotive Distribution Network, and CARQUEST.

Large retail auto parts chains are increasingly selling over the Internet, targeting both commercial installers and do-it-yourself (DIY) customers. Having an e-commerce channel allows them to make a much wider range of parts accessible, and customers can arrange for in-store pickup if additional service is required.

Finance & Regulation

The finances of auto parts retailers revolve around their large **inventories** and the capital required to open new locations. Cash flow is slightly seasonal, with higher sales during spring and summer. Receivables are typically less than 10 percent of sales for retail stores because many sales are made using cash or credit cards. The industry is labor-intensive: average annual revenue per employee in the US is about $140,000.

Inventories are the largest asset, often equal to 40 percent of annual sales, because quick availability of a large number of parts is a key selling point for retailers. **Payables** are also often high, as suppliers and wholesalers essentially provide inventory financing.

Aside from investment in inventory, **capital costs** associated with warehouses or retail stores are fairly high because of requirements for efficient inventory storage and retrieval systems, computer systems, and desirable property locations. Including property costs, **a new store** typically requires an investment of more than $1 million; costs associated with a leased location are significantly less.

Auto parts retailers are **regulated** by various state and federal laws to ensure fair trade and employment practices. They may handle hazardous materials including automotive fluids, lubricants, and batteries that require special handling and disposal of damaged or unsalable items.

International Insights

Major auto parts retailers based outside the US include ATU Auto-Telle-Unger (Germany), AUTOBACS SEVEN and Yellow Hat (Japan), Halfords Group (UK), and Super Cheap Auto (Australia). **Economic expansion** in emerging markets is expected to drive healthy growth in the **global automotive industry** over the next several years, though mature economies in North America and Europe will likely grow at a much slower pace.

The largest markets for auto parts retailers are the countries that have traditionally had the most automobiles. Countries in North America and the EU import the most cars, but **emerging markets** in Asia offer greater growth potential. China surpassed the US to become the world's largest car market in 2009, and car sales in Brazil, India, and Russia also are expected to expand. The market potential in **China** has already attracted investments from auto parts retailers based in Japan, some of which are also targeting countries in the Middle East.

International expansion by European auto parts stores is typically limited to neighboring or nearby countries, and international business in the North American market is even less common. Major US-based parts stores have virtually no presence outside the continent, and entering North America has proven difficult for companies based overseas. Developing retail and distribution infrastructure on the scale necessary to compete with established chains in a foreign market requires significant **capital investments.**

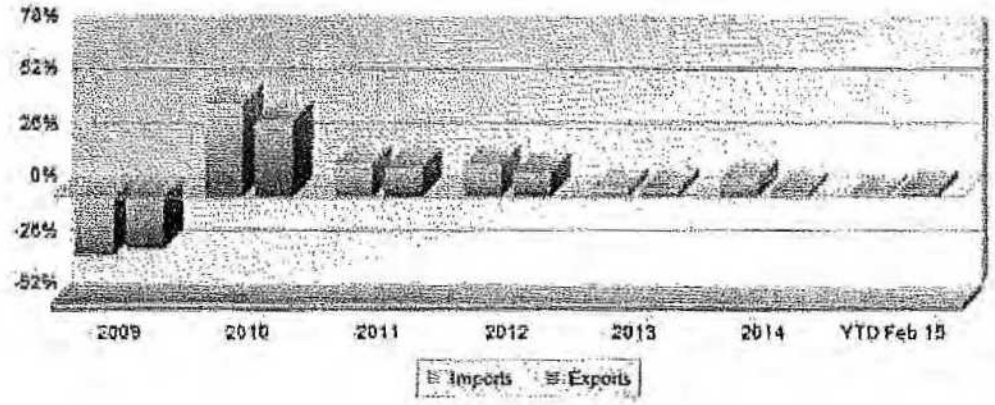
Change in Dollar Value of US Trade - US International Trade Commission

Imports of automobile parts to the US come primarily from Mexico, Canada, Japan, China, and Korea.

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Major export markets for US automobile parts include Canada, Mexico, China, Japan, and Germany.

3363 MOTOR VEHICLE PARTS



Regional Highlights

In the US, auto parts retailers tend to be concentrated in states with the highest population. Retailers that operate their own distribution networks position their warehouses in geographically dispersed locations to provide all stores with rapid inventory replenishment. When selecting new locations, parts retailers consider factors including population density, economic growth patterns, and the number of registered vehicles in a region.

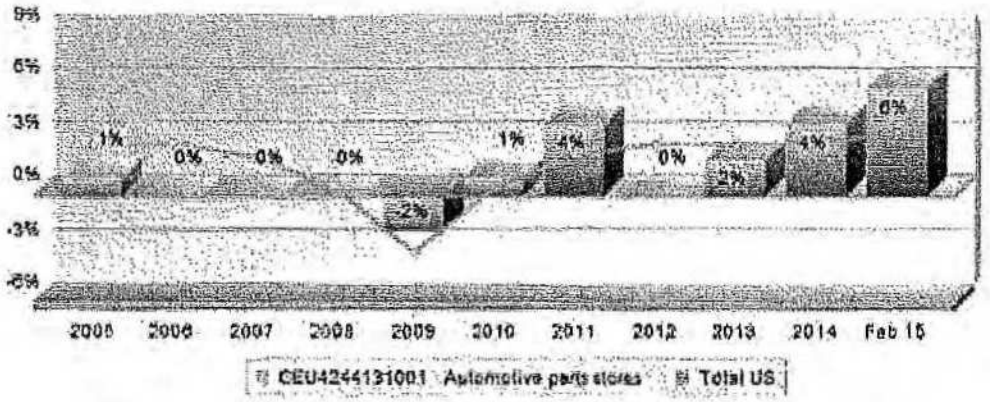
Human Resources

The average hourly wage in the auto parts retail industry is moderately lower than the national average. Special training about car parts and computerized catalogs is necessary. The injury rate is significantly higher than the national average.

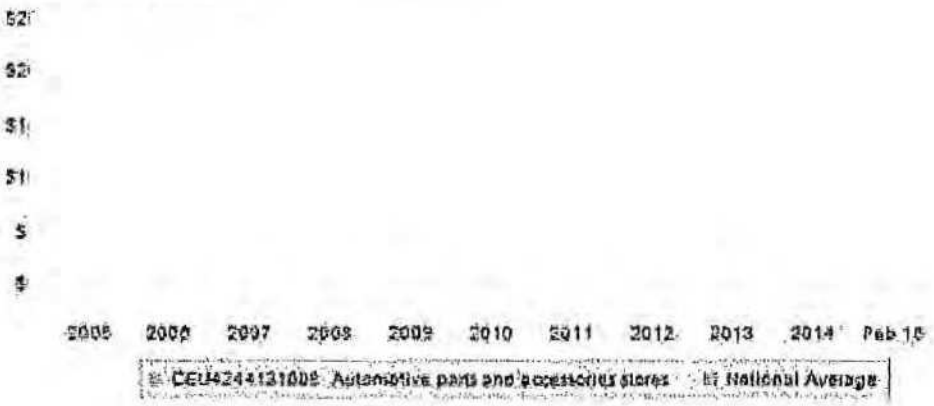
Industry Employment Growth

Bureau of Labor Statistics

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Average Hourly Earnings & Annual Wage Increase
Bureau of Labor Statistics



Industry Growth Rating



Demand: Large repair market
Need good inventory management and marketing
Risk: New vehicle technologies result in less frequent repairs

Quarterly Industry Update
4.6.2015

AMERICAN OVERSIGHT

Opportunity: Florida Chain Goes National with Revamped Website - taking on the national chains with a newly revamped website. Launched in March 2015, BennettAuto.com uses vivid imagery, a sleek design layout, and smart search capabilities to promote the family-owned business with 30-plus stores to retail and wholesale customers. The new site, which offers more than 50,000 parts online, is one of the most intuitive and easy-to-use experiences in the auto parts industry, according to Aftermarket Business World. The company's new tagline is the focus of the new site: Do it yourself, but not alone. Bennett's efforts underscore the growth in e-commerce sales in the auto parts industry. Demand for auto parts is growing faster online than it is in stores, including at giant AutoZone.

Industry Impact - Regional auto parts and accessories stores seeking to extend their retail reach and compete with national chains will want to invest in state-of-the-art online capabilities.

1.12.2015

Opportunity: Lower Gas Prices, Cold Weather Fueling Auto Parts Sales - Retailers of automotive parts and accessories are reaping the twin benefits of cold weather and lower gasoline prices. With gas prices on track to fall to their lowest levels in 11 years, people are driving more, increasing demand for maintenance services and replacement parts. Also, winter temperatures are driving sales of car batteries, antifreeze, windshield wipers, and oil and brake fluids, which can freeze. Auto parts retailer AutoZone credited its strong financial performance in the quarter ended November 2014 in part to lower gas prices, as well as inventory improvements.

Industry Impact - Auto parts and accessories stores will want to stock plenty of maintenance and replacement parts, as well as winter-related products, to meet increased demand.

10.13.2014

Opportunity: Online Sales Up for Aftermarket Parts - Reflecting the continued importance of digital sales, the North American market for online parts grew 11 percent from 2012 to 2013, reaching $5.1 billion, according to Frost and Sullivan. Players in the space include pure play auto online retailers (50 to 60 percent), auto retailers with online sales (20 to 25 percent), online marketplaces such as Amazon.com and eBay Motors (15 percent), and manufacturers direct sales (1 percent). Of all automotive aftermarket sales, e-tailing accounted for 4 percent of sales. In the DIY segment, e-commerce penetration was higher at 7 percent. Traditional auto part retailers have room to grow in the online marketplace. AutoZone increased its e-commerce sales by 60 percent in 2013 mainly through acquisitions, while Pep Boys boosted its online business by close to 100 percent in 2013.

Industry Impact - Omnichannel sales will play a larger role for brick-and-mortar auto part stores as consumers increasingly expect convenient shopping through in-store, mobile, and online channels.

7.21.2014

Opportunity: US Vehicle Fleet Expanding, Aging - The average age of US vehicles, an indicator of auto parts demand, remained at a record-high 11.4 years as of January 2014, according to IHS Automotive. The market analytics firm expects the average age to remain at 11.4 years through 2015, and then rise to 11.5 years by 2017 and 11.7 years by 2019. IHS also found that the total number of light vehicles in operation in the US has increased to record levels, with new vehicle registrations outpacing scrappage rates by more than 24 percent. Because the quality of vehicles continues to improve and consumers are holding onto their cars and trucks longer, IHS expects the number of vehicles that are 12 years or older to increase by 15 percent by 2019.

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Industry Impact - Auto parts and accessories stores will want to closely monitor trends related to the size and average age of US vehicles in operation to optimize inventory levels. An increasing vehicle base and rising average age of vehicles bodes well for overall aftermarket parts demand.

Industry Indicators

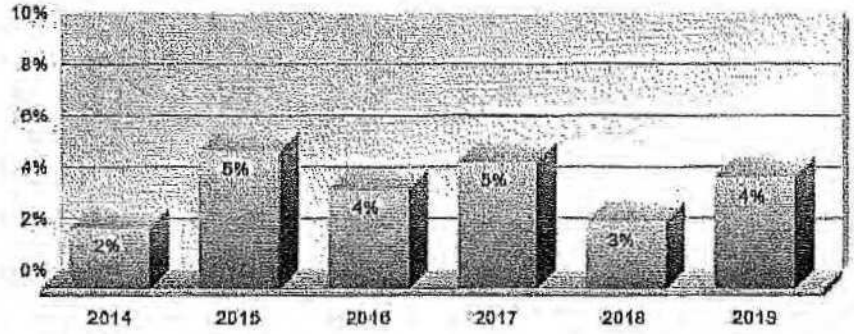
The average US retail price for diesel and regular gas, which influences consumers' use and wear of their automobiles, fell 30.3 percent and 34 percent, respectively, in the week ending April 13, 2015, compared to the same week in 2014.

US retail sales for motor vehicle and parts dealers, a potential measure of demand for auto parts, increased 7.2 percent in the first three months of 2015 compared to the same period in 2014.

Total US wholesale sales of durable goods, a potential measure of auto parts demand, rose 3.2 percent in February 2015 compared to the same month in 2014.

Industry Forecast

Domestic demand for motor vehicle parts is forecast to grow at an annual compounded rate of 4 percent between 2015 and 2019. Data Published: February 2015



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. Forecast FAQs

Companies

GENUINE PARTS COMPANY	United States	$15,341.65M
ADVANCE AUTO PARTS, INC.	United States	$9,843.86M
AUTOZONE, INC.	United States	$9,475.31M
O'REILLY AUTOMOTIVE, INC.	United States	$7,216.08M
GENERAL PARTS INTERNATIONAL, INC.	United States	$3,000.00M
AUTOBACS SEVEN CO., LTD.	Japan	$2,248.62M
The Pep Boys - Manny Moe & Jack	United States	$2,066.57M

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SUPER RETAIL GROUP LIMITED	Australia	$1,988.33M
Uni-Select Inc	Canada	$1,784.36M
HALFORDS GROUP PLC	England	$1,564.32M
EURO CAR PARTS LIMITED	England	$967.66M
GPC ASIA PACIFIC (AUST) HOLDINGS PTY LTD	Australia	$781.37M
DORMAN PRODUCTS, INC.	United States	$751.48M
ENCHO CO., LTD.	Japan	$461.92M
UAP Inc	Canada	$460.63M
Truckpro, LLC	United States	$301.20M
U.S. AUTO PARTS NETWORK, INC.	United States	$283.51M
SOMERSET TIRE SERVICE, INC.	United States	$214.94M
FLEETPRIDE, INC.	United States	$210.30M
FISHER AUTO PARTS, INC.	United States	$209.30M
UNI-Select Usa, Inc.	United States	$202.60M
TIRE CENTERS, LLC	United States	$170.40M
Keystone Automotive Operations, Inc.	United States	$164.00M
Tbc Retail Group, Inc.	United States	$163.50M
WINGFOOT COMMERCIAL TIRE SYSTEMS LLC	United States	$154.50M
DISCOUNT TIRE CO., INC.	United States	$125.70M

Industry Drivers

Changes in the economic environment that may positively or negatively affect industry growth.
Data provided by First Research analysts and reviewed annually



Consumer Spending Change in overall level of consumer spending on goods and services

Critical Issues

Auto Parts Spending Driven by Economy - Because auto parts sales depend on how much people drive, demand decreases during recessions. During economic downturns, tourists and business people travel less, and car owners delay maintenance and repairs.

Competition from Mass Merchants Pressures Prices - Retail auto parts stores face greater competition from large retailers such as Wal-Mart, Costco, Sears, and supermarket chains. These retailers are large enough to buy items directly from manufacturers and compete aggressively on prices charged to consumers. Mass merchants carry high-volume items such as oil, additives, lubricants, cleaners, mats, and wipers.

Business Challenges

Online Competition - An increase in Internet-based sales of auto parts poses a competitive threat to smaller and medium-sized parts retailers. Revenue from online sales of auto parts and accessories is expected to increase from $4.6 billion in 2012 to $16.56 billion in 2020, according to a forecast from Frost and Sullivan. Lower prices and consumers' growing comfort with digital platforms are driving the shift to online sales, which are expected to

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account for 10 percent of aftermarket parts revenue by 2020. Smaller auto parts stores, which typically have a limited Internet presence, stand to lose the most business to consumers who want to shop for auto parts online, either for delivery or in-store pickup.

Slow Industry Growth - Although the number of motor vehicles in the US generally grows each year, because of better technology new cars need fewer repairs and less maintenance. Many car manufacturers now recommend oil changes only every 10,000 miles. The decline in the number of motor vehicle crashes has decreased demand for replacement body and interior parts.

Big Chains Squeeze Smaller Retailers - Big retail chains often operate their own distribution networks and buy directly from manufacturers, giving them lower costs than independent retailers. Due to industry consolidation, a shrinking number of large chains control a large percentage of all auto parts stores.

High Technology Investments Required - Because they must stock so many parts, retailers must make large investments in computerized inventory and catalog systems. The greatly increased productivity of the industry in the last decade is due to the automation of inventory systems. Such systems are expensive, and must be maintained and periodically updated.

High Capital Costs - Because retail auto parts stores aim to be in high-traffic locations and need to carry large inventories, the cost to open a new retail outlet is very high. Retailers tend to carry a lot of debt and have high interest expense.

Business Trends

Retail Chains Seeking Commercial Sales - Retail auto parts stores, which once focused solely on DIY (do-it-yourself) customers, are aiming for DIFM (do-it-for-me) revenue as well. Sales growth has been faster in the DIFM segment of the auto parts industry. Retail stores are targeting businesses that serve DIFM customers by offering parts delivery and technical support.

More Generic Parts for Collision Repair - Because of the rise in collision repair costs, insurers are pressing repair shops to make greater use of generic replacement parts. While exterior parts typically still come from the original manufacturer, many interior parts have generic replacements that often cost much less than original parts. Some auto manufacturers have begun patenting certain parts as a way to generate revenue, which could crimp profits for independent repair shops.

Efficiency, Productivity Gains - Computer technology and greater warehouse automation have allowed parts dealers to keep prices low by using less labor. Distribution management system equipment includes carousels, robotic picking, radio frequency technology, voice technology, and automated sorting systems. Larger, more efficient stores have become common; most use real-time inventory tracking.

Environmental Sustainability - Facing increasing pressure from consumers and lawmakers, retailers are taking steps to reduce their carbon footprint. Auto parts stores, which have long played a major role in recycling lead-acid batteries and used oil, are taking additional measures to reduce waste and lower emissions. Initiatives include recycling cardboard packaging and upgrading truck fleets with fuel-efficient or alternative fuel vehicles.

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Industry Opportunities

DIFM Customer Sales Growing - The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers. New cars are too complicated for most owners to fix or maintain themselves, providing more business for repair shops and dealer service departments. Serving DIFM customers requires faster delivery of a larger selection of parts compared to serving the overall retail market.

Retailers Offer Auto Services - More retailers combine parts sales with installation services for such products as audio and video components; communication and navigation systems; exhaust pipes; rims and wheels; and trim. Some large retailers also offer full maintenance and repair services. Others lend tools and have diagnostic equipment to check electrical and other vehicle systems.

Advanced Inventory Systems - Computerized inventory systems can balance the cost of carrying too much inventory with the cost of missed sales due to having too little. By integrating actual sales data with delivery costs and inventory availability, such systems can determine the correct overall level of inventory and its spread across a store or warehouse network.

Call Prep Questions

Conversation Starters

How does the company adjust its inventory levels during periods of lower demand?

Because auto parts sales depend on how much people drive, demand decreases during recessions.

How has the company been impacted by mass merchants like Wal-Mart taking more market share for oil and car cleaning products?

Retail auto parts stores face greater competition from large retailers such as Wal-Mart, Costco, Sears, and supermarket chains.

What is the company's strategy for competing against online parts retailers?

An increase in Internet-based sales of auto parts poses a competitive threat to smaller and medium-sized parts retailers.

How does the company plan to expand its service business?

The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers.

What types of installation services does the company offer, if any?

More retailers combine parts sales with installation services for such products as audio and video components; communication and navigation systems; exhaust pipes; rims and wheels; and trim.

How has inventory management software or other technology helped the company better manage stock levels?

Computerized inventory systems can balance the cost of carrying too much inventory with the cost of missed sales due to having too little.

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Quarterly Industry Update

What digital initiatives is the company taking to grow its market?

Bennett Auto Supply has launched a new website to extend its retail presence beyond Florida and capture a bigger share of the growing online market for auto parts.

Operations, Products, and Facilities

Is the company a wholesale distributor, a retailer, or both?

Many companies operate in more than one segment of the industry.

What types of parts does the firm sell?

The industry distinguishes between hard parts (brakes and mufflers); maintenance parts (filters and spark plugs); accessories (trim parts and audio systems); and rebuilt parts.

How many distribution centers or retail stores does the firm have?

Large companies can have hundreds of retail stores or dozens of distribution centers.

What type of installation or repair services does the company offer in addition to selling parts?

Some auto parts retailers offer repair, installation, and maintenance services for the do-it-for-me (DIFM) customer.

How many suppliers does the company buy parts from?

Parts are bought from the large auto parts manufacturers, from thousands of smaller manufacturers that make parts for the auto companies under new vehicle programs, and from manufacturers that make replacement parts specifically for the aftermarket.

To what extent does the company sell to commercial installers?

Retail stores are adding delivery programs to participate in do-it-for-me segment growth.

Customers, Marketing, Pricing, Competition

What marketing initiatives is the company using to attract customers to its stores?

Radio, TV, and print ads are often used to draw traffic.

What percentage of sales come from rebuilt parts, if any?

Rebuilt parts are bought from auto recyclers.

What kind of warranty on parts sold does the company offer?

Some retail chains offer customers a separate parts warranty, better than the one offered by the manufacturer.

What special services does the business offer to compete with larger companies?

Examples include specialty machining, multiple daily deliveries, and technical assistance.

Regulations, R&D, Imports and Exports

How does the company manage environmental and hazardous waste issues?

Site contamination from handling hazardous materials can be a concern.

What plans for international expansion has the company considered?

International growth of auto sales continues to outpace US growth.

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What percentage of sales comes from imported parts?
Although many parts for foreign car brands are made in the US, a large number of parts are still imported.

Organization and Management
What sort of training does the company provide?
Special training about car parts and computerized catalogs is necessary.

How could technician certification help company profitability?
Multiple technician certification programs exist in the industry.

Financial Analysis
What level of seasonal sales swings does the company experience?
Many firms report parts sales are higher May through October.

How sensitive is the company to interest rate changes?
Retailers with many stores may have large amounts of debt.

What type of investments has the company made in computer technology?
Sophisticated computer inventory systems are essential to retailers.

Business and Technology Strategies
What key areas is the company focused on to improve profitability?
The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers.

How much business is the company losing to mass merchants?
Wal-Mart and Target carry auto supplies and accessories.

What types of future investments in computer technology are likely?
Retail companies are installing technology to make parts easier for customers to locate.

What new services is the company planning to add?
Many companies are adding services for the commercial installer.

Executive Insight
Chief Executive Officer - CEO
Selecting Merchandise Mix
Because of the huge number of car parts and accessories, retailers can stock only a selection. Computer systems can identify the most popular and profitable items, but a merchant must also offer a wide selection to attract customers. Competition from mass merchants has reduced the profitability of many maintenance items like oil, additives, and cleaners.

Determining Inventory Levels
To quickly fill customer orders, parts dealers must have inventory on hand, but keeping high inventory levels of all products is expensive. Dealers have to balance the cost of maintaining inventory against the cost of losing customer orders. Demand for parts typically increases in the summer, requiring inventory adjustments.

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Chief Financial Officer - CFO

Negotiating Payment Terms

Because manufacturers make auto parts in long production runs, they're often willing to offer generous payment terms to avoid holding large inventories. Similarly, wholesalers may negotiate favorable payment terms with large retail customers.

Providing Inventory Financing

The cost of maintaining inventory is substantial because inventory is the largest asset of a dealer and often amounts to more than 90 days sales. Because most companies are too small to issue short-term securities, inventory is financed through accounts payable and revolving bank debt.

Chief Information Officer - CIO

Maintaining Inventory Systems

Efficient management of inventory is crucial to auto parts retailers. Sophisticated computer systems can optimize inventory levels and reorder products from suppliers automatically in response to customer purchases. Automated warehouses may use radio frequency identification (RFID) tags to track merchandise.

Operating Internet Ordering Sites

Internet sites that allow commercial and retail customers to order auto parts online have become common. Such sites are typically expensive to create because they must be integrated with the company's inventory system. Repair shops and other customers that require same-day delivery still prefer to use the telephone.

Human Resources - HR

Providing Technical Training

Because of the large number of auto parts, customers rely on retailers to tell them which parts they need. Workers must be able to find the correct parts and explain technical differences between similar products. Because new parts are added each year, continuous training is needed.

Hiring and Training Seasonal Workers

Seasonal sales of auto parts may require extra workers at retail stores. Sales in the spring and summer can be as much as 25 percent higher than in the winter. New workers must quickly become familiar with the large number of products.

VP Sales/Marketing - Sales

Locating New Retail Sites

Economies of scale in purchasing and marketing have encouraged the growth of retail chains through expansion. Site location is the crucial factor for retail auto parts stores because many customers buy nonspecialty items that any parts store would have, and therefore will visit the most convenient location.

Expediting Commercial Customer Orders

The speed and accuracy with which orders are filled and delivered are crucial in gaining and retaining commercial customers. Many commercial customers can easily turn to other retailers. Computer systems allow managers to track order fulfillment statistics for individual customers.

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Executive Conversation Starters

Chief Executive Officer - CEO

What strategies does the company use to maximize profitability with its merchandise mix?

Competition from mass merchants has reduced the profitability of many maintenance items like oil, additives, and cleaners.

How does the company calculate the most cost-effective inventory levels?

Dealers have to balance the cost of maintaining inventory against the cost of losing customer orders.

Chief Financial Officer - CFO

How does the company negotiate the most profitable payment terms for long-term contracts?

Customers might offer more generous payment terms for long-term contracts that help them manage inventory costs.

How does the company finance inventories?

Inventory is often financed through accounts payable and revolving bank debt.

Chief Information Officer - CIO

What types of inventory management systems could help the company maximize inventory or minimize operational costs?

Sophisticated computer systems can optimize inventory levels and issue inventory orders automatically.

How much have online customer orders grown over the last year?

E-commerce sites are typically expensive to create because they must be integrated with the company's inventory system.

Human Resources - HR

What types of employee technical training have been the most successful in improving customer service?

Workers must be able to find the correct parts and explain technical differences among similar products.

How seasonal are the company's labor needs?

Seasonal sales of auto parts may require extra workers at retail stores.

VP Sales/Marketing - Sales

What are the critical factors that the company considers in picking a new location?

Site location is the crucial factor, because many auto parts customers highly value convenience.

What strategies does the company use to expedite customer order fulfillment?

Computer systems allow managers to track order fulfillment statistics for individual customers.

Financial Information

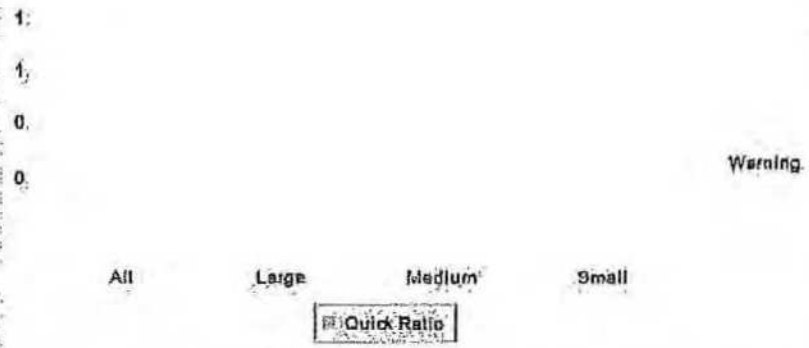
COMPANY BENCHMARK TRENDS

Quick Ratio by Company Size

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with

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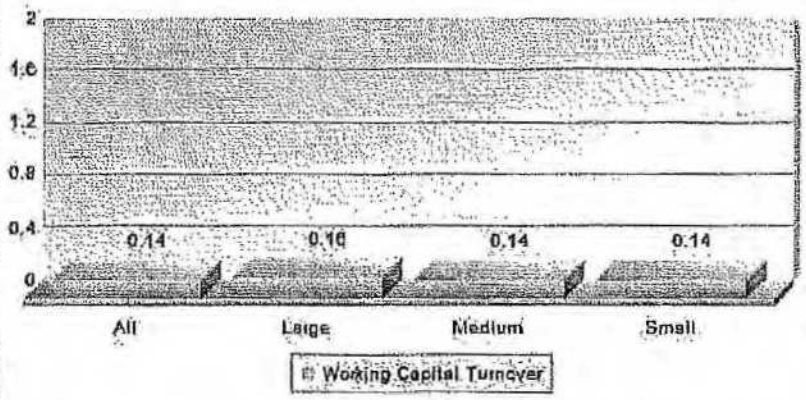
liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.



Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at www.microbilt.com/firstresearch.

Working Capital Turnover by Company Size

The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.

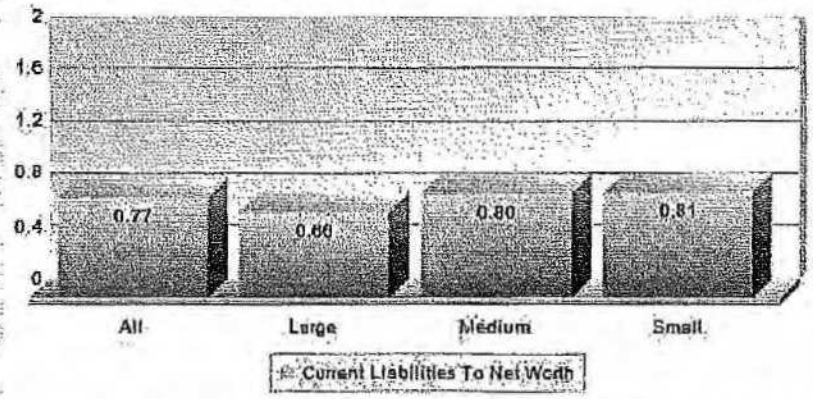


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Current Liabilities to Net Worth by Company Size

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



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COMPANY BENCHMARK INFORMATION

NAICS: 44131

Data Period: 2013 Last Update April 2015

Table Data Format Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over $50M	$5M - $50M	Under $5M
Company Count	20919	43	690	20186
Net Sales	100%	100%	100%	100%
Gross Margin	27.0%	26.8%	26.3%	27.3%
Officer Compensation	1.9%	1.0%	1.1%	2.5%
Advertising & Sales	1.1%	1.1%	1.1%	1.1%
Other Operating Expenses	21.6%	22.4%	21.4%	21.3%
Operating Expenses	24.5%	24.5%	23.6%	24.9%
Operating Income	2.5%	2.3%	2.7%	2.4%

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Net Income	1.2%	1.2%	1.4%	1.2%

Cash	7.3%	7.6%	7.1%	7.3%
Accounts Receivable	12.9%	12.3%	13.4%	13.0%
Inventory	45.0%	45.6%	43.5%	45.5%
Total Current Assets	68.8%	68.8%	67.5%	69.5%
Property, Plant & Equipment	20.0%	20.1%	21.3%	19.3%
Other Non-Current Assets	11.2%	11.1%	11.2%	11.2%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	14.2%	12.9%	15.4%	14.1%
Total Current Liabilities	35.0%	33.9%	36.2%	34.9%
Total Long Term Liabilities	19.3%	14.6%	18.4%	21.7%
Net Worth	45.7%	51.5%	45.4%	43.4%

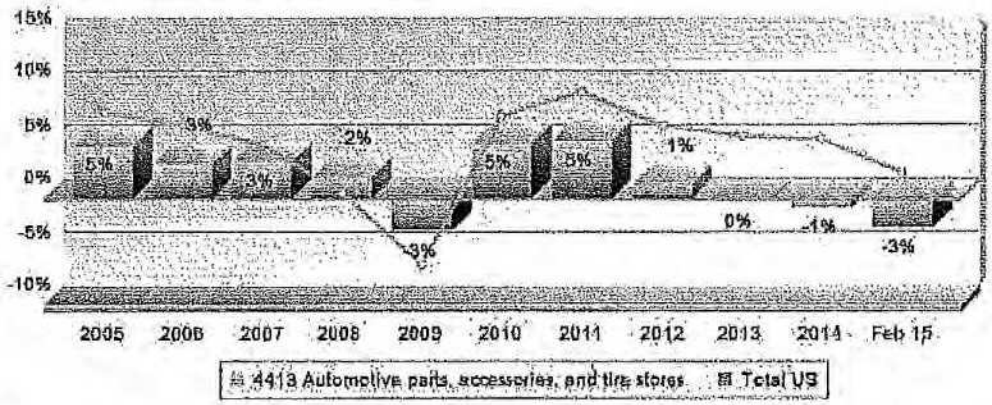
Quick Ratio	0.60	0.61	0.59	0.61
Current Ratio	1.96	2.03	1.87	1.99
Current Liabilities to Net Worth	76.7%	65.7%	79.7%	80.6%
Current Liabilities to Inventory	x0.78	x0.74	x0.83	x0.77
Total Debt to Net Worth	x1.19	x0.94	x1.20	x1.31
Fixed Assets to Net Worth	x0.44	x0.39	x0.47	x0.44
Days Accounts Receivable	19	20	21	19
Inventory Turnover	x3.94	x3.60	x4.00	x4.05
Total Assets to Sales	42.0%	45.4%	43.2%	40.2%
Working Capital to Sales	14.2%	15.9%	13.5%	13.9%
Accounts Payable to Sales	5.9%	5.7%	6.5%	5.6%
Pre-Tax Return on Sales	2.0%	1.9%	2.2%	1.9%
Pre-Tax Return on Assets	4.7%	4.1%	5.1%	4.7%
Pre-Tax Return on Net Worth	10.3%	8.0%	11.2%	11.0%
Interest Coverage	x3.10	x2.95	x3.33	x3.08
EBITDA to Sales	4.0%	3.9%	4.3%	3.9%
Capital Expenditures to Sales	1.9%	2.1%	2.1%	1.8%

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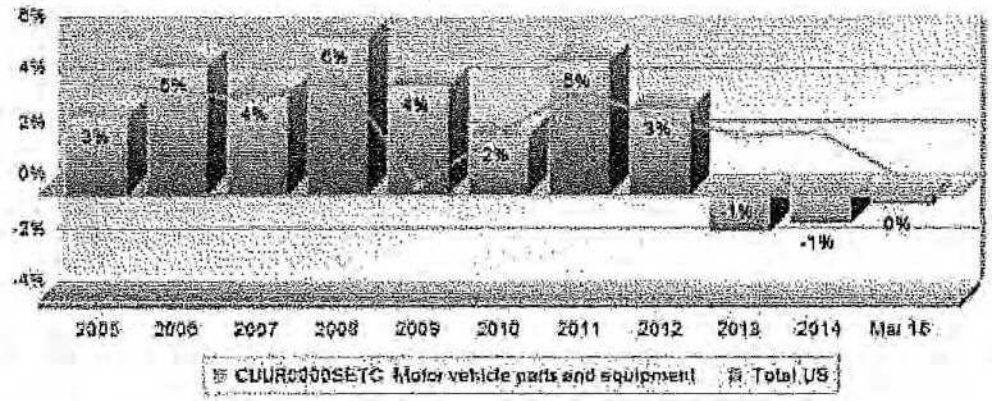
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ECONOMIC STATISTICS AND INFORMATION

Retail Annual Sales Growth - Census Bureau



Change in Consumer Prices - Bureau of Labor Statistics



VALUATION MULTIPLES

Automotive Parts & Accessories Stores

Acquisition multiples below are calculated using at least 11 US private, middle-market (valued at less than $1 billion) industry asset transactions completed between 6/2003 and 12/2012. Data updated annually. Last updated: November 2014.

Valuation Multiple				
Median Value	0.5	1.1	5.3	5.1

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MVIC (Market Value of Invested Capital) = Also known as the selling price, the MVIC is the total consideration paid to the seller and includes any cash, notes and/or securities that were used as a form of payment plus any interest-bearing liabilities assumed by the buyer.
Net Sales = Annual Gross Sales, net of returns and discounts allowed, if any.
Gross Profit = Net Sales - Cost of Goods Sold
EBIT = Operating Profit
EBITDA = Operating Profit + Noncash Charges

BVR
What It's Worth

SOURCE: Pratt's Stats, 2014 (Portland, OR: Business Valuation Resources, LLC). Used with permission. Pratt's Stats is available at https://www.bvresources.com/prattsstats

Industry Websites

Aftermarket Business World
Industry news. Top 100 distributors. Consumer surveys.

Auto Care Association
Industry statistics, trends.

Automotive Industries Association Canada
News and links.

Automotive Parts Manufacturers' Association (Canada)
News, resources, events.

Automotive Recyclers Association
Industry news.

Detroit Free Press
Industry news.

National Automotive Parts Association
Products and resources.

National Highway Traffic Safety Administration
Regulatory and safety information.

Specialty Equipment Market Association
Statistics for this segment of the industry.

Wards Auto
News and auto industry statistics.

Glossary of Acronyms

DIFM - do-it-for-me

DIY - do-it-yourself

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JIT - just-in-time

SKU - stock-keeping unit

Children left in cars and heatstroke

While the full scope of the fatalities of children due to heatstroke in vehicles is not fully known, the National Highway Traffic Safety Administration (NHTSA) and other safety advocates and academic institutions have recognized the safety threat heatstroke poses for young children left in hot cars. Together, the Federal Government, automakers, car seat manufacturers, health and safety advocates, consumer groups, and others are working together to tackle this important safety issue.

KEY POINTS and STATISTICS

Heatstroke in vehicles is the leading cause of all non-crash related fatalities involving children 14 and younger, according to NHTSA, representing 61 percent of total non-crash fatalities in this age group.

- SafeKids.com estimates that since 1998, more than 520 children have died as a result of heatstroke, with an average of 38 per year, or one nearly every 10 days.
- In 2011 alone, at least 33 children in the United States lost their lives after being left in unattended motor vehicles—and an unknown number of others were moderately to severely injure.
- States with higher incidences of fatalities for children 3 and younger include Texas, Georgia, Indiana, Oklahoma, Louisiana and Virginia, according to San Francisco State University's Department of Geosciences. Children's bodies overheat easily, and infants and children under 3 years old are at greatest risk for heat-related illness.
- KidsandCars.org shows that 87 percent of children who died from vehicular heatstroke are age 3 and younger.
- A child's body absorbs more heat on a hot day than an adult's does. When left in a hot vehicle, a young child's body temperature may spike three to five times faster than an adult's would.
- High body temperatures can cause permanent injury or even death.
- Heatstroke begins when the core body temperature reaches about 104° and the thermoregulatory system is overwhelmed. A core temperature of about 107° is lethal.
- Symptoms of heatstroke: Warning signs vary, but may include:
    - Red, hot, and moist or dry skin
    - No sweating
    - A strong rapid pulse or a slow weak pulse
    - A throbbing headache
    - Dizziness
    - Nausea
    - Confusion
    - being grouchy or acting strangely

A vehicle heats up quickly, even with a window rolled down.

- A review of child heatstroke cases by NHTSA showed that heatstroke fatalities have even occurred in vehicles parked in shaded areas and when the air temperatures were 80° F or less.
- Heatstroke can occur in temperatures as low as 57 degrees.
- On an 80° day, temperatures inside a vehicle can reach deadly levels in just 10 minutes.

It can happen to anyone.

- According to KidsandCars.org, in more than 54 percent of cases, the person responsible for the child's death unknowingly or accidentally left the child in the vehicle.
- In more than 30 percent of cases, a child got into the vehicle on their own in a hot vehicle. When children are in distress due to heat, get them out of the vehicle and cool them as quickly as possible.

So far in 2014 there have been at least twenty-three heatstroke deaths of children in vehicles; nineteen confirmed as heatstroke and four are still pending official findings by the medical examiner. Last year, 2013, there were at least forty-four deaths of children in vehicles; thirty-nine which has been confirmed as heatstroke and five which, based upon the known circumstances, are most likely heatstroke (2013 list). In 2012 there were 34 deaths

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of children due to hyperthermia (heatstroke) after being left in or having gained access to hot cars, trucks, vans and SUV's. Since 1998 there have been at least 629 documented cases of heatstroke deaths of children in vehicles. This data and study shows that these incidents can occur on days with relatively mild (i.e., ~ 70 degrees F) temperatures and that vehicles can reach life-threatening temperatures very rapidly.

There are also far too many "close calls" that, fortunately, do not result in a tragic death.

STATISTICS

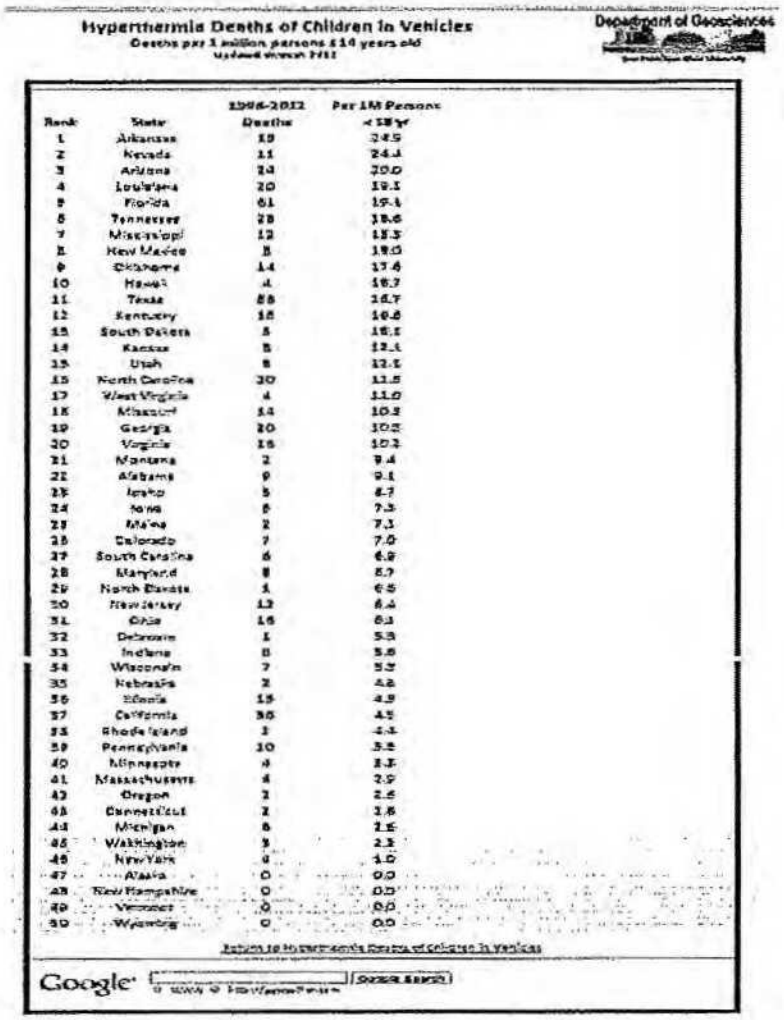
- Total number of U.S. heatstroke deaths of children left in cars, 2014: **23**
- Total number of U.S. heatstroke deaths of children left in cars, 2013: **44**
- Total number of U.S. heatstroke deaths of children left in cars, 1998-present: **629**
- **Average number of U.S. child heatstroke fatalities per year since 1998: 38**

Monthly Statistics
Updated through June 30, 2014

Monthly Totals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Unk	Total
1998				2	4	9	9	11	3				1	39
1999			1		2	8	16	4	1					32
2000			1		7	6	7	10	3	1				35
2001			2	1	4	8	10	10	2	1	1			39
2002			1		1	7	9	7	4	2				31
2003				2	4	10	10	12	2	9				43
2004		1	2	5	4	4	9	7	6	1				39
2005					3	9	12	11	10	2				67
2006				2	2	6	6	10			3			29
2007			2		5	6	9	7	8	1				36
2008		1	2	2	2	6	11	12	3	4				43
2009			1	2	3	11	7	6	2			1		33
2010			1	3	6	10	8	15	5	1				49
2011			2		6	9	8	3	3	2				33
2012					4	6	6	12	2		3	1		34
2013					8	9	9	8	9	1				44
2014				3	4	6								13
													Total 1998-2013	610
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Unk	
Avg.	0	0	1	1	4	8	9	9	4	1	0	0	0	38
Max.	0	1	2	5	8	11	16	15	10	4	3	1	1	49
Min.	0	0	0	0	1	4	6	4	0	0	0	0	0	29

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Hyperthermia Deaths of Children in Vehicles

Deaths per 1 million persons ≤ 14 years old

Updated through 2013

Department of Geosciences

Rank	State	1998-2012 Deaths	Per 1M Persons < 15 yr
1	Arkansas	19	24.5
2	Nevada	11	24.1
3	Arizona	24	20.0
4	Louisiana	20	19.1
5	Florida	61	19.1
6	Tennessee	28	18.6
7	Mississippi	12	18.3
8	New Mexico	8	18.0
9	Oklahoma	14	17.4
10	Hawaii	4	16.7
11	Texas	88	16.7
12	Kentucky	18	16.6
13	South Dakota	3	16.1
14	Kansas	9	12.1
15	Utah	8	12.1
15	North Carolina	30	11.5
17	West Virginia	4	11.0
18	Missouri	14	10.3
19	Georgia	20	10.2
20	Virginia	16	10.2
21	Montana	2	9.4
22	Alabama	9	9.1
23	Idaho	5	8.7
24	Iowa	6	7.5
25	Maine	2	7.1
26	Colorado	7	7.0
27	South Carolina	6	6.9
28	Maryland	8	6.7
29	North Dakota	1	6.5
30	New Jersey	13	6.4
31	Ohio	16	6.1
32	Delaware	1	5.9
33	Indiana	8	5.8
34	Wisconsin	7	5.7
35	Nebraska	2	4.8
36	Illinois	15	4.7
37	California	36	4.5
38	Rhode Island	1	4.4
39	Pennsylvania	10	3.8
40	Minnesota	4	3.7
41	Massachusetts	4	2.9
42	Oregon	2	2.6
43	Connecticut	2	1.8
44	Michigan	3	1.5
45	Washington	3	1.3
46	New York	4	1.0
47	Alaska	0	0.0
48	New Hampshire	0	0.0
49	Vermont	0	0.0
50	Wyoming	0	0.0

Return to Hyperthermia Deaths of Children in Vehicles

Google

- **Circumstances**
  - An examination of media reports about the 606 child vehicular heatstroke deaths for a fourteen year period (1998 through 2013) shows the following circumstances:
    - 51% - child "forgotten" by caregiver (312 Children)
    - 29% - child playing in unattended vehicle (177)
    - 18% - child intentionally left in vehicle by adult (111)
    - 1% - circumstances unknown (6)

Ages

The children that have died from vehicular heatstroke in the United States (1998-2013) have ranged in age from 5 days to 14 years. More than half of the deaths are children under 2 years of age. Below are the percentage of total deaths (and the number of deaths) sorted by age.

- Less than 1 year old = 31% (184)
- 1-year old = 22% (134)
- 2-years old = 20% (118)
- 3-years old = 14% (84)
- 4-years old = 6% (35)
- 5-years old = 3% (19)
- 6-years old = 2% (9)
- 7-years old = < 1% (3)
- 8-years old = 1% (3)
- 9-years old = < 1% (2)
- 10-years old = 1% (3)
- 11-years old = < 1% (2)
- 12-years old = < 1% (1)
- 13-years old = < 1% (1)
- 14-years old = < 1% (3)
- Unknown = < 1% (2)

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VEHICLE HEATING DYNAMICS

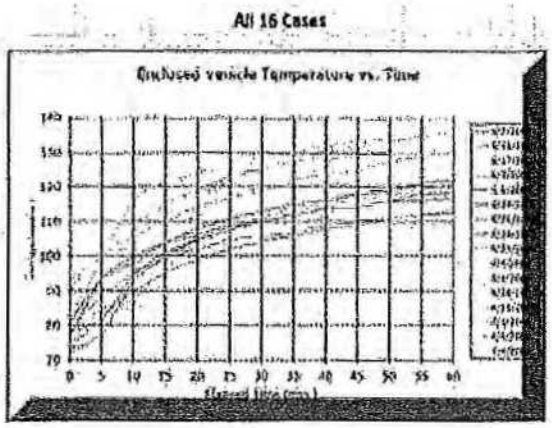
The atmosphere and the windows of a car are relatively "transparent" to the sun's shortwave radiation (yellow in figure below) and are warmed little. However this shortwave energy does heat objects that it strikes. For example, a dark dashboard or seat can easily reach temperatures in the range of 180 to over 200 degrees F.

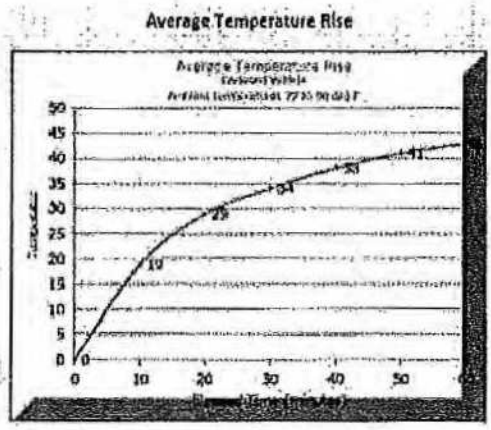
These objects (e.g., dashboard, steering wheel, childseat) heat the adjacent air by conduction and convection and also give off longwave radiation (red) which is very efficient at warming the air trapped inside a vehicle.

VEHICLE HEAT STUDY

- Study of temperature rise in enclosed cars on 16 dates between May 16 and Aug. 8, 2002.
- Ambient temperature were between 72 and 96 degrees F.
- Dark Blue mid-side sedan with medium grey interior
- Also tested with windows "cracked"

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Demographics of Persons Responsible for Heatstroke Deaths of Children Forgotten in Vehicles
In the period of 1998 through 2013, a total of 606 infants and children died of heatstroke inside hot motor vehicles. Just over half (51%) of these were accidently forgotten by a parent or other caregiver. Of these 312 deaths, the number of deaths in which the mother (95) or father (100) were the responsible party are nearly equal. Also, of all responsible persons, the number of males (129) were approximately equal to the number of females (137).

Relation to Child	Forgotten	% of total
Mother	95	30%
Father	100	32%
Both Parents	31	10%
Grandmother	14	4%
Grandfather	8	3%
Both Grandparents	2	1%
Other Female relative	8	3%
Other Male relative	2	1%
Female Childcare	18	6%
Male Childcare	17	5%
Unknown Childcare	1	0%
Other Female	2	1%
Other Male	2	1%
Unknown	12	4%
Total	312	

BabyCare Industry
The Mother and BabyCare industry consists of products that address the needs of infants in the age group of 0–4 years and also those of mothers before, during, and after pregnancy. Diapers, baby toiletries, baby accessories,

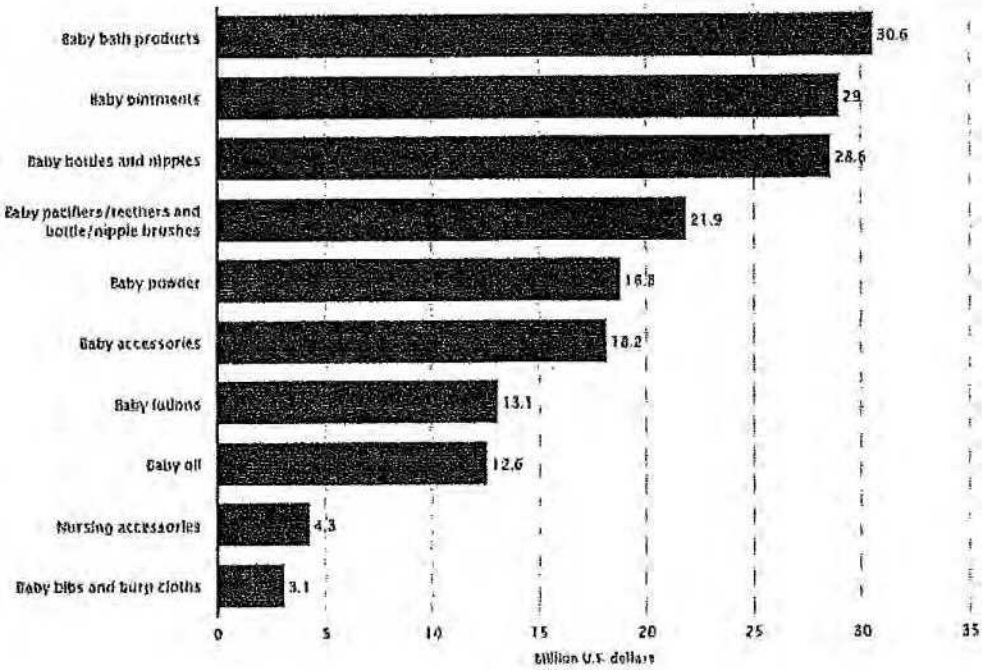
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baby bedding, babycare products, baby clothes, baby food, baby shoes, cradles, baby hygiene products, feeding bottles, toys and baby gifts, baby cosmetics, and strollers are a few examples of baby products. Mother care products include maternity clothes, maternity products, and hygiene products for mothers, and nutrition and food supplements for mothers.
Private labeling of mother and babycare products is another key trend in this industry. The number of small regional manufacturers of mother and babycare products is steadily increasing, and they are gradually gaining their space in this emerging industry. Small regional players focus on regional needs and accordingly launch their products. The rapid economic growth and high birth rates in the emerging markets increase the demand for these products to a larger extent as compared to the low birth rate in developed countries.
Baby Skin Care Products, Baby Food, Apparel, and Baby Toiletries are a few of the largest segments in the Mother and BabyCare Industry. As the demand for mother and babycare products is increasing in the emerging markets, global players as well as small regional manufacturers are focusing on launching new organic baby products and expanding their presence in these markets.

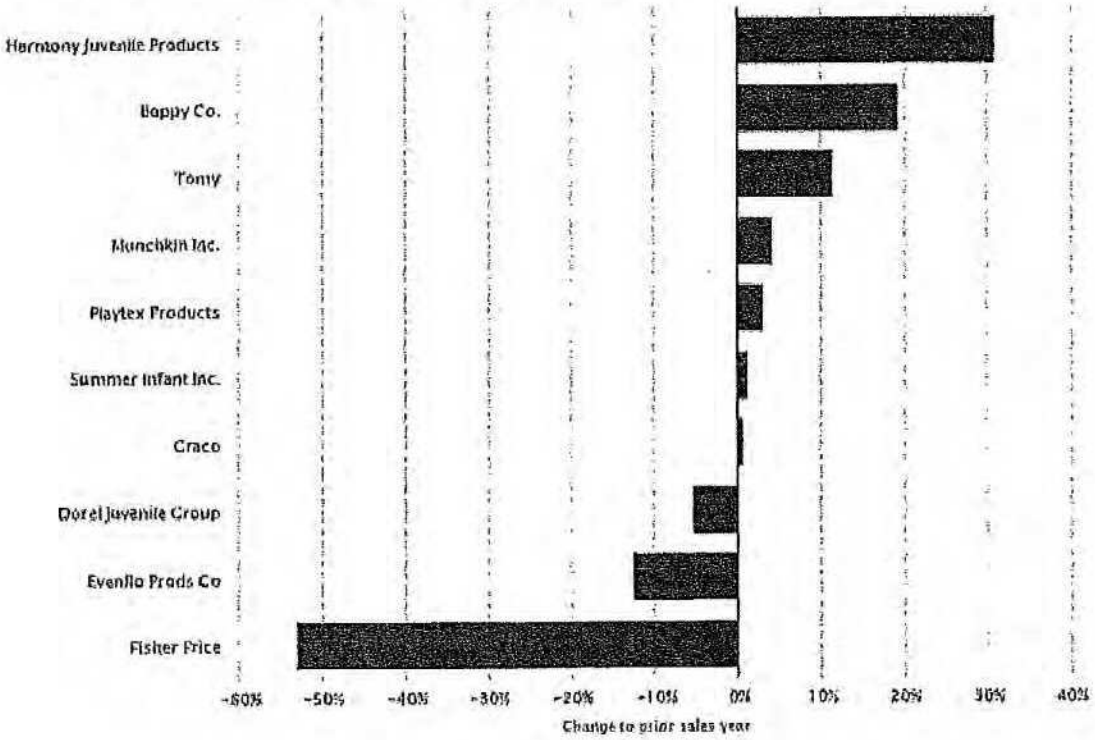
Babycare Supplies: U.S. Market Trends report projects that times will continue to be tough for the largest segments of the baby market. Infant formula and diapers will continue to struggle and decline since they are highly dependent on birth rates, and represent a large household expenditure for struggling families. Sales of prepared baby food, wipes and baby personal care are expected to grow at slow rates. Premium-priced products will help drive growth for prepared baby food and baby personal care, while wipes will benefit from their germ-fighting properties. The baby food and babycare supplies market is highly concentrated with the majority of sales coming from a few marketers. Nestle/Gerber, Abbott Laboratories and Mead Johnson Nutrition
control nearly 90% of the baby food category. Gerber is dominant in prepared baby food, while Abbott and Mead are dominant in infant formula. Kimberly-Clark and Procter & Gamble control 65% of the babycare supplies category dollar sales due to their strength in diapers and wipes. Johnson & Johnson controls half of the smaller baby personal care segment. The overall market presents huge challenges and opportunities for both marketers and retailers. Parents of infants must buy certain baby products, but they increasingly are buying less, and looking for the best deals on high ticket diapers and infant formula. Larger marketers are entrenched in the market, making it challenging for smaller marketers to compete and succeed. Yet many have done so by innovating and targeting product and marketing efforts.

Supermarket sales of babycare and safety gear products in the United States in 2012, by category (in million U.S. dollars) Top 10

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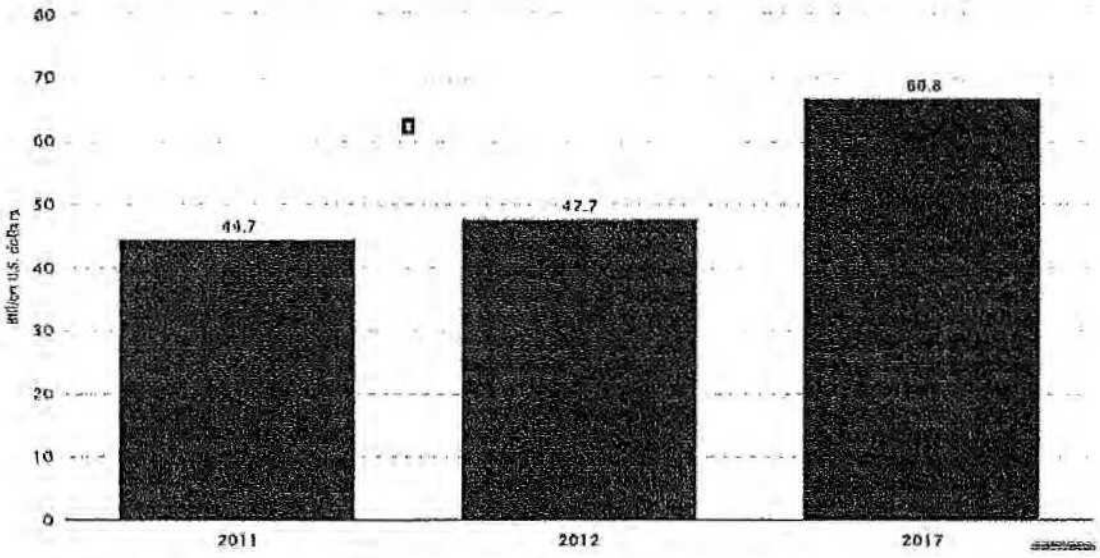
Sales growth of leading babycare and safety accessory vendors in the United States in 2013



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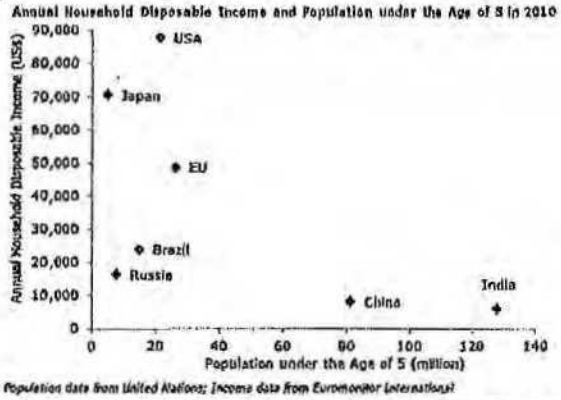
The global babycare product industry caters to around 4 million babies on a yearly basis, generating retail revenue of nearly $7 billion, according to Packaged Facts. The market encompasses different segments, which can be divided into: toys, feeding accessories, wipes, disposable diapers, body care products and soothers. Demand has grown due to a rising number of babies to be catered to, partly because people are starting families later. Product innovation and development has allowed retailers and manufacturers to widen the market, using new technologies and advanced marketing approaches. Research from firm Key Note points to the contribution of changing lifestyle trends to the market, including mothers returning to work earlier giving rise to greater demand for breastfeeding equipment such as sterilizers and pumps. The market segment comprised of baby safety equipment has benefited from recent changes in social attitudes towards childrearing and government legislation regarding child safety in child-minders' homes. Baby monitors locks, and stair gates are recording particularly

Baby care market size worldwide in 2011, 2012, and 2017 (in billion U.S. dollars)



Spending on babies and children set to boom

The market for babies' and children's products depends on two major factors – the number of babies and children, and the purchasing power of parents. According to the United Nations, the population under the age of five in developed economies including the United States, European Union and Japan totaled 54 million in 2010. The average household disposable income in these developed economies reached US$50,000 or above.

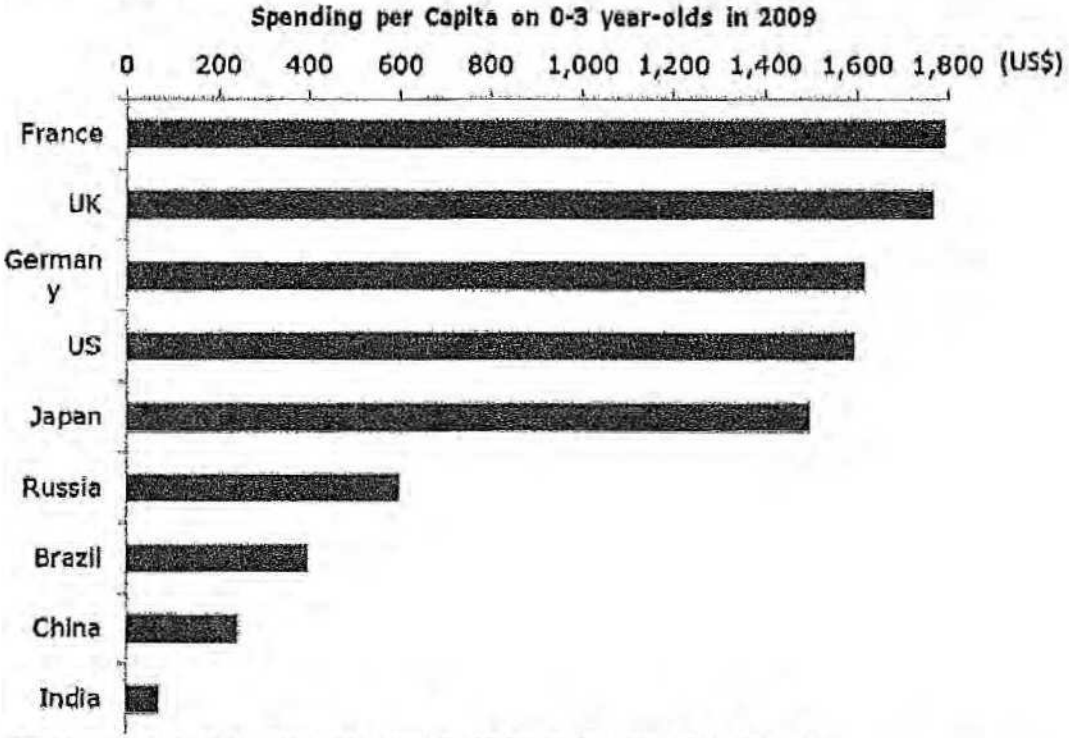


Source: Population data from United Nations; Income data from Euromonitor International

In developed economies, although the birth rates are generally in a downtrend, parents are more affluent and can afford to spend more on their children. Even in an economic downturn, parents are willing to buy for their babies

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and children. According to Euromonitor International, for instance, spending per child aged 0-3 exceeded US$1,500 in 2009 in major developed economies. Apparently, parents in Western Europe spent more than those in the United States and Japan.



Source: "The First Age: Birth to Three Years Old", Euromonitor International, July 2010.

For emerging economies, the large customer base is a major attraction despite their lower household disposable incomes. In particular, the BRIC countries (especially for China and India with large populations) have experienced both baby and economic booms in the past decades, offering promise for business targeting babies and children. According to the United Nations, the four countries together had some 233 million babies and children under the age of five in 2010, with China and India being the main contributors, equaling some 75% of the total population in the United States.

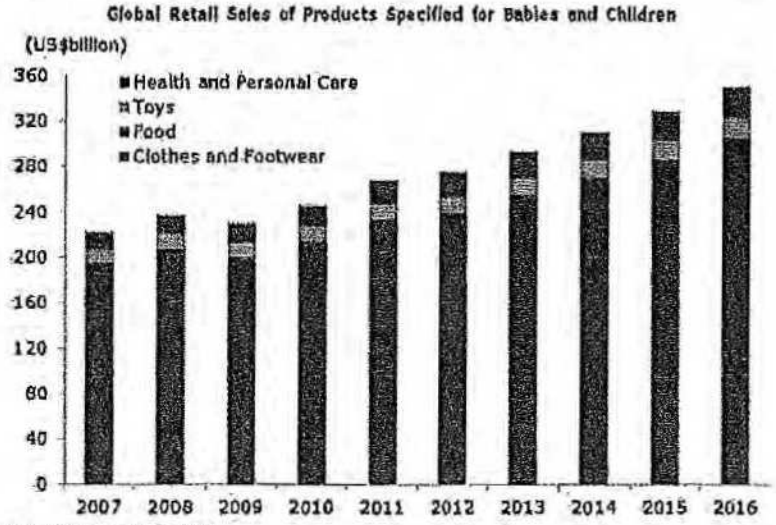
While a sustainable increase in household incomes is positive to spending on babies and children, higher labor force participation of women and trends of urbanization in these emerging markets also stimulate the demand for relevant products. For example, when breastfeeding is not always possible for working mothers, they will need milk formula and baby food as supplements to meet the nutritional needs of their babies. In addition, working parents tend to buy more toys for their children as sort of compensation, especially when the parents have grown up without many material goods.

Small size, big needs

Raising a child, from newborn to kindergarten-age, requires a long list of items. Items specified for babies and children can be broadly classified into six categories, namely 1) baby food, 2) apparel, footwear and accessories, 3) toys, 4) health and personal care products, 5) furniture, and 6) nursery, monitoring and other accessories. According to Euromonitor International, the value of global retail sales of the first four categories was estimated at

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US$275 billion in 2012 and expected to expand by some 30% in the next four years. On the other hand, there is also high growth potential in babies and children's furniture, and nursery, monitoring and other accessories.



Note: Estimate/forecast from 2012
Source: Euromonitor International

Although mothers increasingly recognize the benefits of breastfeeding, those who need to resume working quickly still rely on infant formula, which is a major driver of the baby food market. Packaged or canned baby food, such as baby rice and fruit puree, is a convenient substitute or supplement for home-made baby food when infants are weaned. For baby food, a strong emphasis is placed on the functionality and, more importantly, the safety of the product. In this context, nutritional science plays a vital role in building up brand image and health credentials as well as setting apart from other products.

Meanwhile, comfort, safety and ease are the most important considerations when parents buy clothes and footwear for their babies and children. One-piece outfits are popular as they are easy to get on and off, while clothing that has dangling strings, tassels and ribbons are basically avoided. Natural fabrics like cotton are mostly sought. Some fashion-minded parents may look for cute, stylish designs of apparel for their babies and children.

Toys are another major category. Toys for infants and toddlers should be bright in colour, washable, non-breakable, not having sharp edges or points, and big enough not to be swallowed or cause suffocation. As infants and toddlers love to put things in their mouth, it is particularly important that the playthings are made of non-toxic materials. For preschoolers, parents may start to look for simple toys or reading materials that can help the development of their children.

Health and personal care products for babies and children, for their part, cover a wide range of needs including hygiene, skin and hair care, wound care, oral health care and so on. As these products have direct contact with infants' skin, which can be prone to rashes and allergies, parents are more willing to pay a premium price for products of established brands or with a doctor's recommendation. Interestingly enough, the demand for these products, to a certain extent, is market specific. In most European countries where parents love to spend the weekend on the beach sunbathing and swimming with their babies and children, chemical-free sunscreens have a bigger demand. For countries with a dry climate, there is a greater need for baby lotion. Over-the-counter medicines such as pain relievers, anti-diarrheal medicines and nasal decongestants also belong to this category.

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Other essential baby and children's products include furniture, nursery, monitoring and other equipment. Safety is perhaps the number one concern for children's furniture. According to data from the US Consumer Product Safety Commission, toppling furniture has injured tens of thousands of children and killed scores in recent years. Manufacturers should focus on the design regarding the corners, size and stability. It is also important to limit the level of toxic and harmful substances contained in children's furniture. On the other hand, baby monitors have become increasingly popular, as parents can easily check the status of their babies and children.

Examples of Products Specifically for Babies and Children

Since safety is a top concern, most countries have stringent requirements on products relating to babies and children, which exporters should be aware of. As far as regulations are concerned, there are usually specific nutritional, packaging and labelling requirements on baby food, including infant formula. For example, in the United States, infant formula is regulated by the Food and Drug Administration. All formulas marketed in the United States must meet federal nutrient requirements. Infant formula manufacturers are required to register with the FDA and provide the agency with notification prior to marketing a new formula.

For toys and children's products, there are usually regulations regarding the physical and mechanical elements, chemical properties, and flammability and hygiene standards as well as labelling requirements. For instance, Europe refuses toy imports exceeding a certain amount of harmful chemical substances. Exporters may employ accredited testing laboratories to carry out pre-shipment inspections and testing, and obtain the necessary certificates of conformity, in order to comply with the importing country's requirements. Besides regulations, exporters should also be aware of any voluntary standards that parents will take into consideration when making their purchasing decisions.

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After safety, functionality is the second most important aspect of babies' and children's products. While nutritional science plays a vital role in baby food production, many other products, in recent years, have undergone dramatic design shifts. Manufacturers compete by adding features or using new materials to lure customers. For example, one-handed folding mechanisms have been introduced to strollers. Such a design is brilliant as in a lot of cases mothers have to hold the baby, leaving only one hand to take care of other things. Also, 4-in-1 cribs that can be converted to toddler beds, loveseats, rockers or twin or double beds, are popular due to the flexibility it can provide.

Today, the internet is a valuable resource for mothers. More and more parent's research, discuss, shop, compare, relax and find emotional support from each other online. Manufacturers and traders may gather information and understand the needs of mothers from the relevant channels in their targeted countries. Besides, many new-generation mothers visit popular mom's websites to read articles or post inquiries before making purchases. They may also join discussion groups for moms. There is a large community of mothers in this virtual world exchanging information, including their views on specific products that are a valuable source of information to suppliers too.

With safe and good products to market, manufacturers and traders may consider exploring business opportunities around the world by taking part in major exhibitions. Compared to other industries, it is more important for babies' and children's products suppliers to interact directly with wholesalers, distributors, brand marketers and even retailers of specialty stores to build relationships, as well as to understand market characteristics and import requirements.

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MARKETABILITY STUDY

IVY LEAGUE RESEARCH LAB



RESEARCHERS AT A GLANCE

- Attending Harvard / MIT
- Business / Analyst Experience
- Industrial Research Experience
- Leadership Experience
- MIT Energy Club
- Harvard Graduate Student Council
- Harvard Graduate Business Club
- Harvard India Conference Panel

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INNOVATION EVALUATION

BABY SEAT MONITORING SYSTEM

CRYSTAL CARLSON

Our initial evaluation of your innovation has been completed. Thirty-two (32) areas of concern for new product introduction are grouped into five (5) major factors. The completion phrase(s) given for each of the thirty-two (32) areas of concern correspond to the judgment of several evaluators. Their responses have been averaged by the computer and the appropriate completion phrase(s) to each area of concern is printed below. If two phrases are printed for an area of concern, then the score for your innovation falls between the two possible completion phrases. The preliminary evaluation should provide you with some indication of the marketability and probable success of your innovation.

1. PROTECTION CRITERION: Considering patents (or copyrights), technical difficulty, and secrecy, the prospects for protection appear to be:

Legal Protection and/or secrecy possible

2. NEW COMPETITION CRITERION: Competition from new entrants or competitive action is expected to be:

Low - product lead will be relatively long

3. EXISTING COMPETITION CRITERION: Existing competition for this innovation appears to be:

Low - a significant market share can be gained

4. PRICE CRITERION: Relative to competition and/or substitute products, the selling price is likely to be:

About the same

5. DURABILITY CRITERION: Relative to competition and/or substitutes, durability of the product is likely to be perceived as:

Similar - noticeably better

6. FUNCTION CRITERION: Relative to competing and/or substitute products, services, and processes, the function performed might be perceived as:

Similar - noticeably better

7. APPEARANCE CRITERION: Relative to competition and/or substitutes, appearance is likely to be perceived as:

Similar to other products

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8. SERVICE CRITERION: The cost and difficulty associated with providing product service is likely to be:

Very low -will require little or no parts and service

9. DISTRIBUTION CRITERION: The cost and difficulty of establishing distribution channels are likely to be:

Moderate - commensurate with expected sales

10. PROMOTION CRITERION: The costs and effort required to promote the advantages and benefits are likely to be:

Moderate - commensurate with expected sales

11. VISIBILITY CRITERION: The advantages and benefits are:

Moderately visible - requires some explanation

12. DEPENDENCE CRITERION: The degree to which the sale or use of this product is dependent upon other products, processes, or systems is:

Moderate - reasonable market control

13. NEED CRITERION: The level of need filled or utility provided by this innovation is:

Moderate - fulfills both psychological and physical non-essential needs

14. LEARNING CRITERION: The amount of learning required for correct use is:

Very low - no instructions needed

15. PRODUCT LINE POTENTIAL CRITERION: The potential for additional products, multiple styles, qualities, price ranges, etc., is:

Moderate - multiple markets/use potential

16. CYCLE CRITERION: The product life cycle is likely to be:

Five to seven years

17. STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to be:

Predictable

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18. TREND OF DEMAND CRITERION: The market demand for products of this type appears to be:

Steady - demand expected to remain constant

19. POTENTIAL SALES CRITERION: Expected sales of this product might be:

Medium

20. POTENTIAL MARKET CRITERION: The total market for products of this type may be:

STRONG - INTERNATIONAL

21. RESEARCH AND DEVELOPMENT CRITERION: The research and development required to reach the production-ready stage will be...

low difficulty

22. MARKETING RESEARCH CRITERION: The marketing research required to develop market-ready product is estimated to be:

Relatively easy and simple

23. PROFITABILITY CRITERION: Profitability is defined as the extent to which anticipated revenues will cover the relevant costs for a manufacturer or licensee (direct, indirect, and capital). Anticipated revenues: * THIS DOES NOT REFER TO THE INVENTOR *****

Will cover direct and indirect costs and easily exceed capital cost (ROI)

24. PAYBACK PERIOD CRITERION: The expected payback period (time required to recover initial investment) for a manufacturer or licensee is likely to be... * THIS DOES NOT REFER TO THE INVENTOR *****

LESS THAN 6 MONTHS

25. INVESTMENT COSTS CRITERION: The manufacturer or licensee's amount of capital and other costs necessary for development to the market-ready stage would be... * THIS DOES NOT REFER TO THE INVENTOR *****

Low - recoverable within two years

26. STAGE OF DEVELOPMENT CRITERION: Based on available information, there is...

A rough prototype and/or drawings and sketches

27. PRODUCTION FEASIBILITY CRITERION: With regard to technical processes or equipment

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required for production, this invention will...

Have no problems

28. FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will it actually do what it is intended to do?

It will work - no changes necessary

29. LEGALITY CRITERION: In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product:

Meet them without any changes

30. SAFETY CRITERION: Considering potential hazards and side effects, the use will be:

Very safe under all conditions, including misuse

31. ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of natural resources, etc., use might...

Have no effect on the environment

32. SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the general welfare of society, use might...

Have no effect on society

INNOVATION EVALUATION

Likelihood Question: Likelihood estimate shown is in our opinion, the likelihood of this idea, process or product being successful in the marketplace. (see chart below)

Definitely Not Successful (0 - 19)	
Probably Not Successful (20 - 39)	
May be Successful (40 - 59)	
Probably Successful (60 - 79)	72
Definitely Successful (80 - 100)	

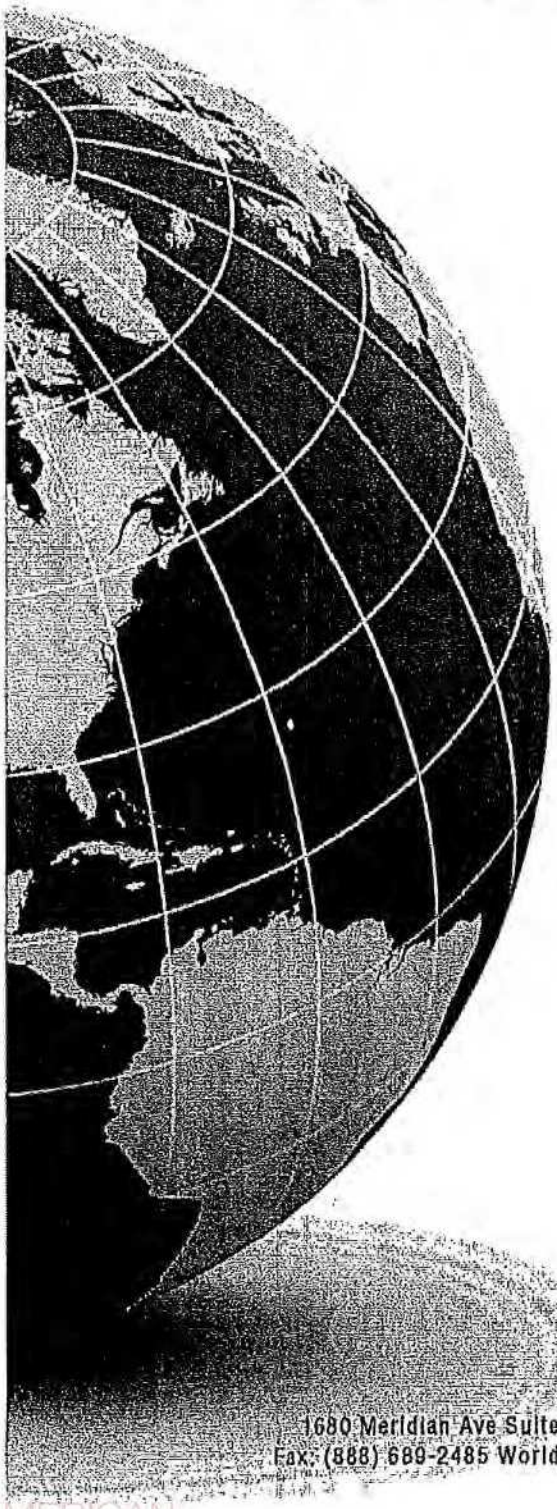
NOTE: This estimate should be interpreted as an overall summary, based on the 32 criteria of the likelihood of chance of success for your invention or new product idea. If this information seems to contradict some of the written responses for the criteria, it is because the estimate reflects the varying degrees of importance and the interrelationships of the 32 criteria. Consequently, you should place greater emphasis on this information than any specific criterion contained in your evaluation report.

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EXHIBIT G1

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WORLD Patent Marketing

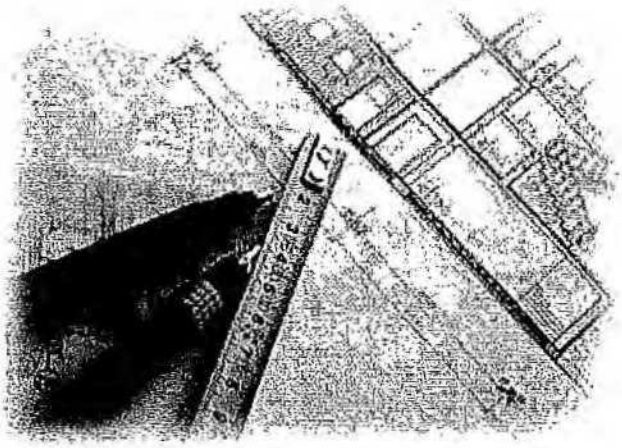


- PATENT PROTECTION
- TRADE SHOWS
- INVENTION RENDERING
- 3D VIRTUAL MODEL
- INVENTION BROCHURE
- MEDIA DEPARTMENT PRESS RELEASES
- PERSONAL PRODUCT WEB PAGE
- INTERNET TELEVISION COMMERCIAL
- INTERNATIONAL INVENTION ROUNDTABLE
- PERSONAL LICENSING AGENT

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UTILITY PATENT APPLICATION

(US PROTECTION ONLY)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

DESIGN PATENT APPLICATION

(US PROTECTION ONLY)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.

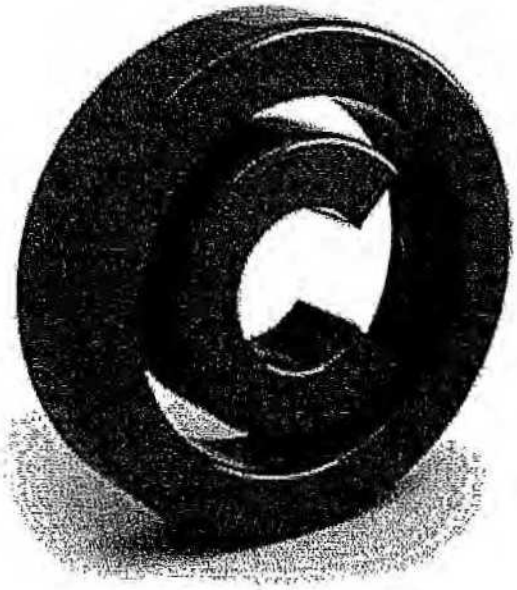
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TRADEMARK APPLICATION

(US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.



COPYRIGHT APPLICATION

(US PROTECTION ONLY)

Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.

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EUROPEAN UNION PATENT APPLICATION

(EUROPEAN UNION ONLY)

The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention

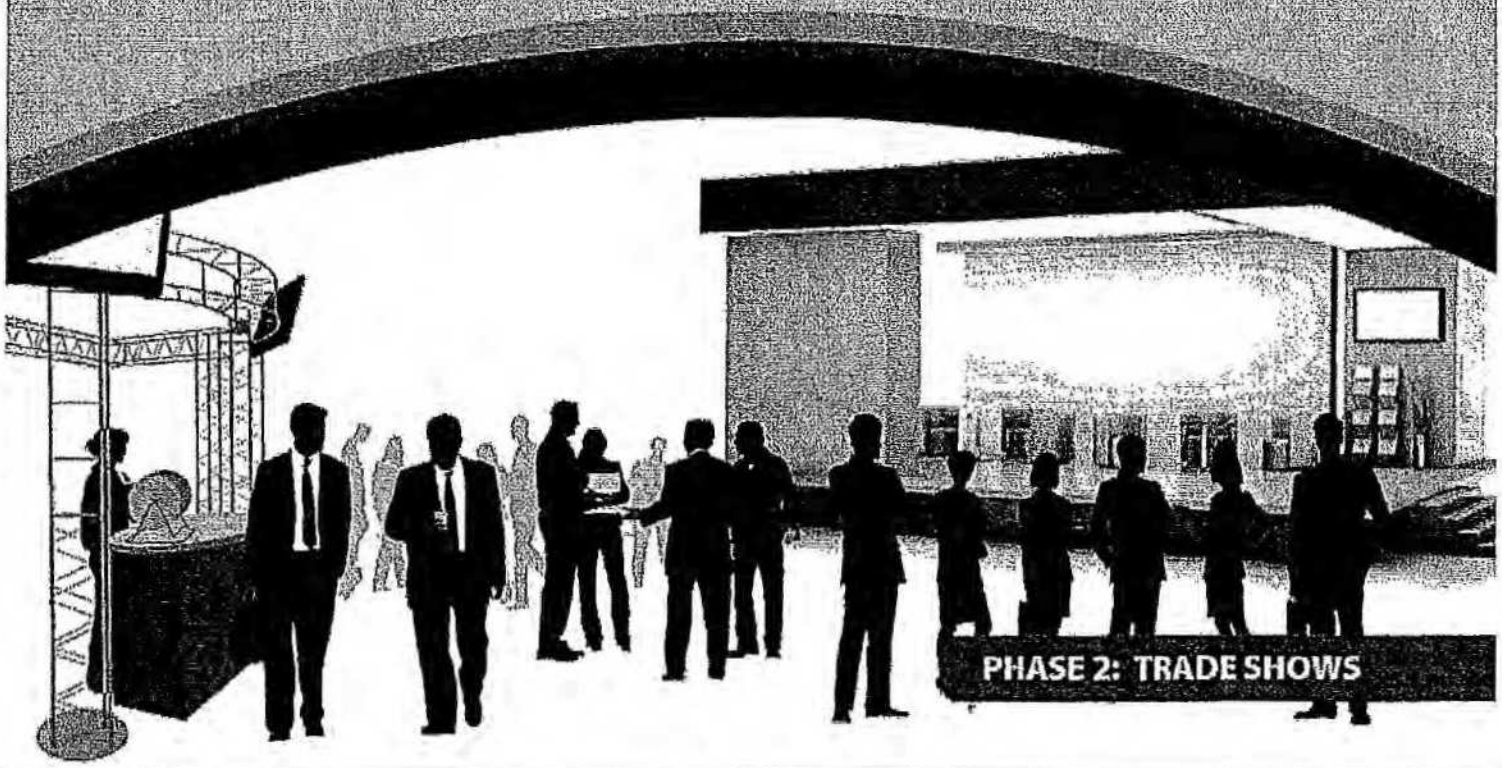
PATENT COOPERATION TREATY (PCT) APPLICATION

The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent Offices in what is called the "national phase".

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TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending tradeshows is to grow our network and increase inventor opportunities overall.

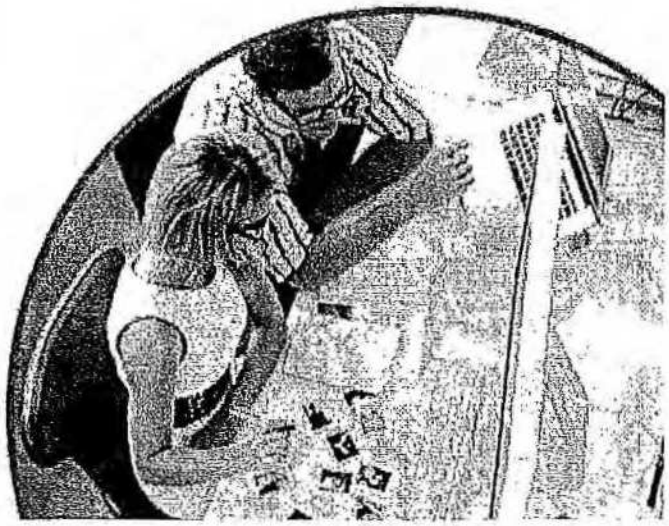


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INVENTION RENDERING

The product designer assigned to the project sculpts the invention or models it in 3-D CAD.This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention wihout having to invest to much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.

In today's world, many students in universities do not learn manual drafting techniques because they are not required to do so. The days of hand drawing for final drawings are virtually over. Universities no longer require the use of protractors and compasses to create drawings, instead there are several classes that focus on the use of CAD software.

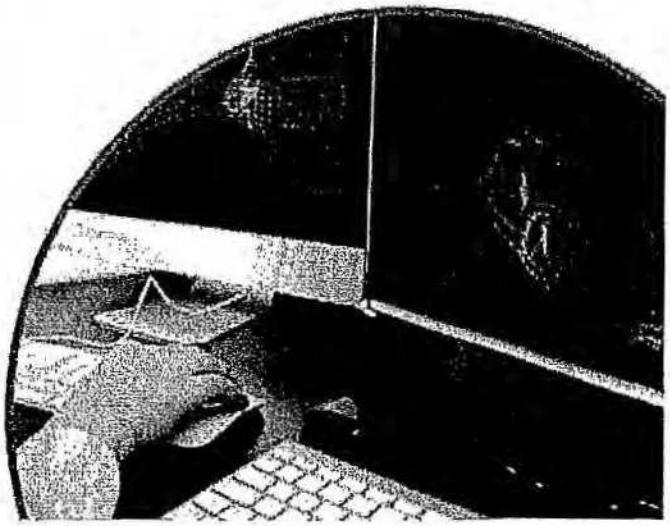


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3D VIRTUAL MODEL

Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.

Inventors can create these visualizations on their own, but they must be dedicated to learn new software capable of creating 3d geometry. In addition to learning a new program there are also many underlying geometry concepts and good modeling practices new users must grasp before creating useful models.



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INVENTION BROCHURE

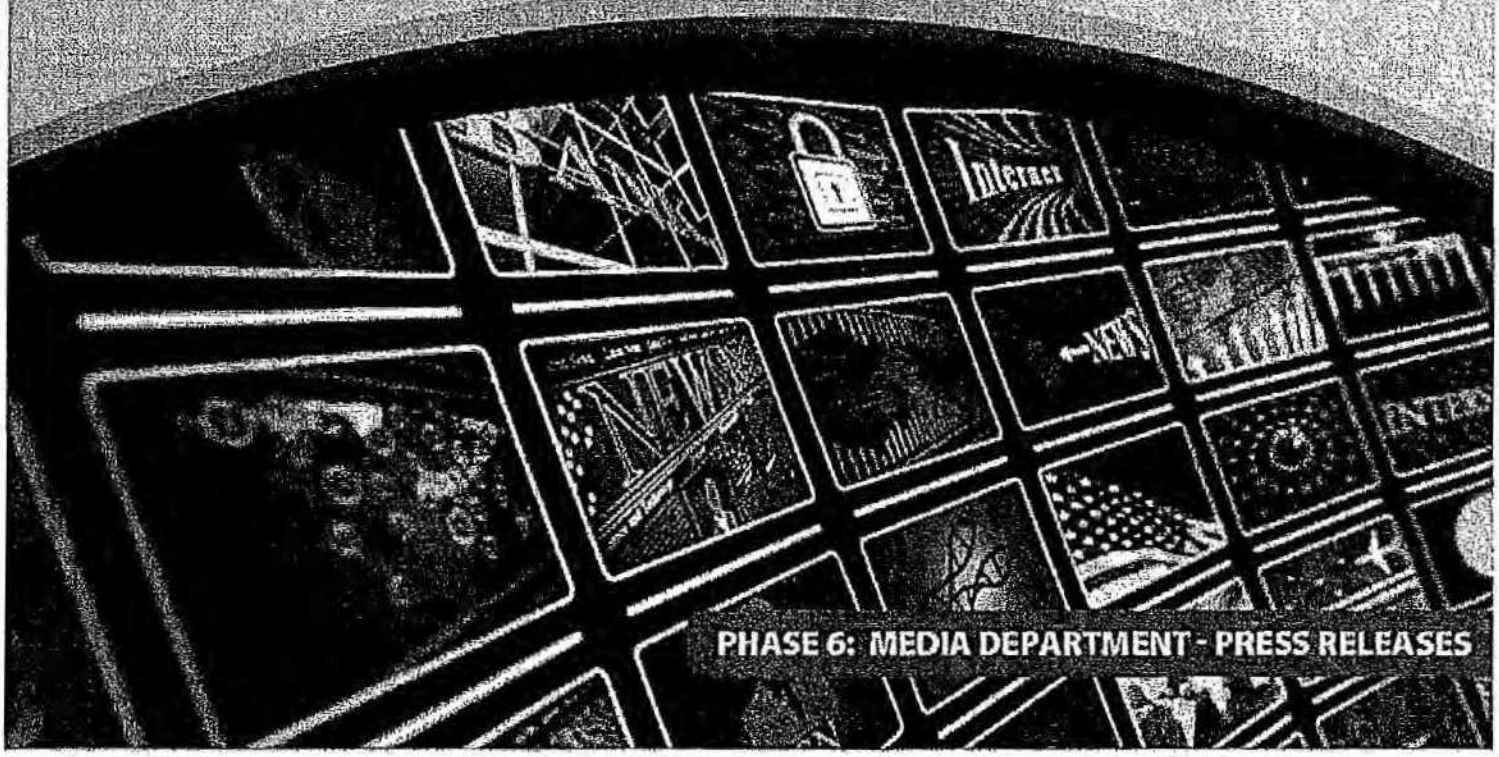
Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.

Keeping your branding in mind while using the same design principles that go into designing all advertising materials (color, typography,composition, photo/ illustration use and the overall style/ concept) will develop your flyers and brochures to proclaim your products as unique, important, breakthrough and interesting.The following basic steps will make sure you don't forget anything.

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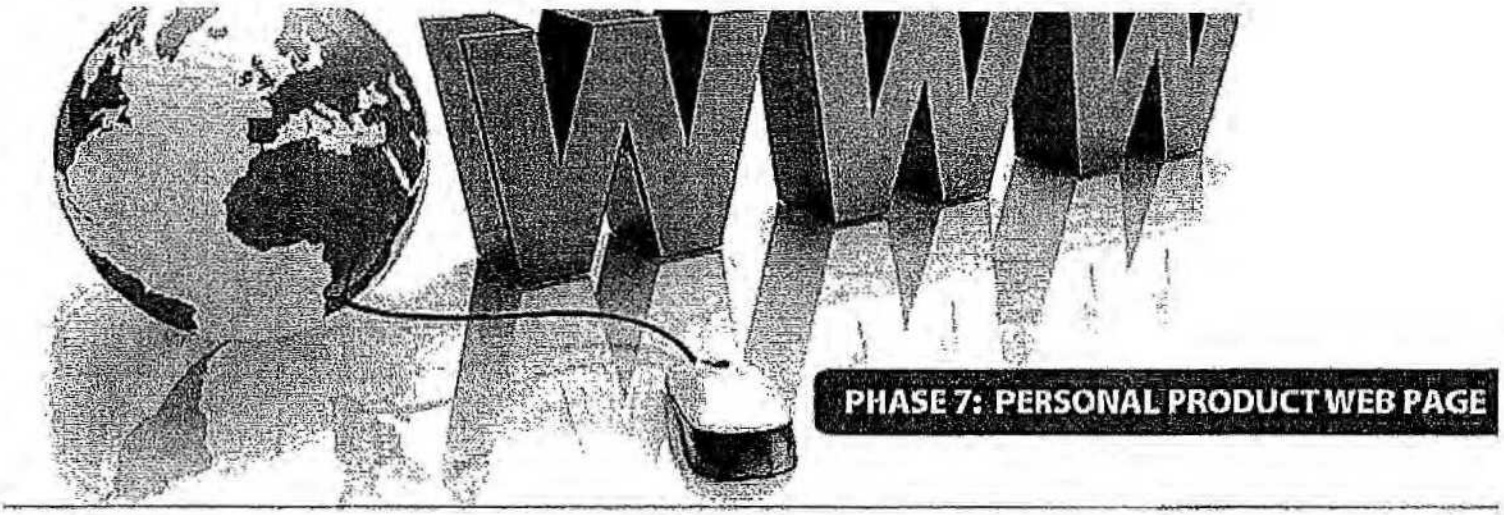
we send your news to major search engines like Google, Yahoo! and Bing. We send it to journalists and bloggers. We deliver it to opt-in news subscribers. And we host your news release on Worldpatentmarketing.com which receives many visitors each month. World Patent Marketing will reach out to local, regional, national press and prospects on your behalf. With world patent marketing your news will be sent within the US and around the world.So, in addition to getting your information picked up by news outlets, you can also align it to the industries and regions that matter most to your invention.

World Patent Marketing is committed to staying current with search marketing best practices so your news can reach a wider audience.Your release will be submitted to search engines and is equipped with social sharing features to help your news spread across the social web.

Go Social. Go Viral. Go Far.World Patent Marketing can help get your news onto to social networks, where customers share stories about the businesses they buy from. World Patent Marketing is your first stop for generating extra reach and going viral through social media.



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PERSONAL PRODUCT WEB PAGE

At World Patent Marketing, we take a truly integrated approach to your online presence. We help inventors publicize their product ideas by building a personal product web page for each and every inventor. We help you succeed online by taking all of the complicated jargon like SEO, PPC, Social, and HTML, and turning it into comprehensive marketing strategies stamped with personal service. Our dedicated team of experts give every inventor special care and clear reporting of activity to their personal web pages.

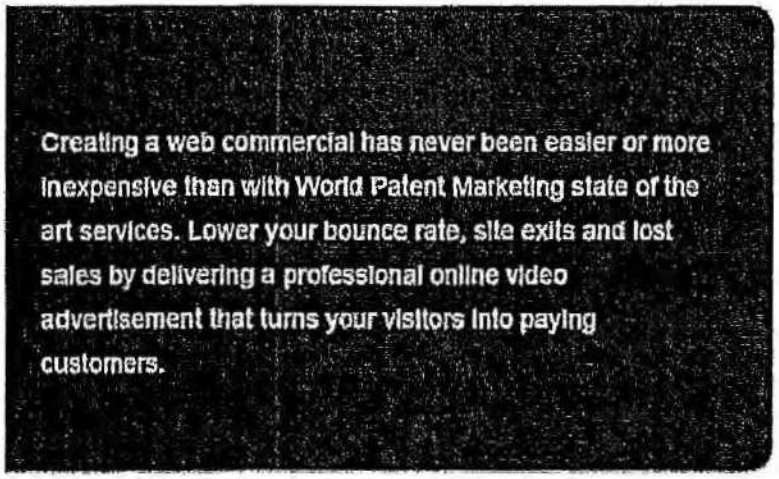
We welcome your input! The more input we receive from you the better able we will be able to satisfy your needs and produce a page that will have the desired look and impact that you want to achieve. Its your personal product web page – we want it to look the way you want it.



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INTERNET TELEVISION COMMERCIAL

An Internet Commercial is a TV commercial that plays on your website instead of on TV. The advantage is that it can be played 24hrs/day and broadcast to millions without the high cost of TV advertising. You have the same opportunity to use an Internet video commercial to grow your business and increase sales.

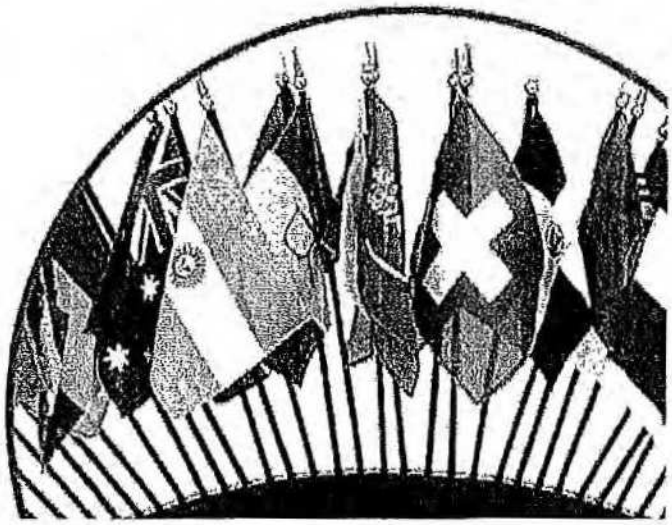


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INTERNATIONAL INVENTION ROUNDTABLE

World Patent Marketing presents the International Invention Roundtable where we bring millionaire businessmen and women together with the next generation of America's inventors. Only the top 5% of our inventors will have the opportunity to showcase their product ideas to this virtual forum.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions to the International Invention Roundtable, we do not guarantee this as a service to our clients. Our main goal when submitting ideas to the International Invention Roundtable is to grow our network and increase inventor opportunities overall.



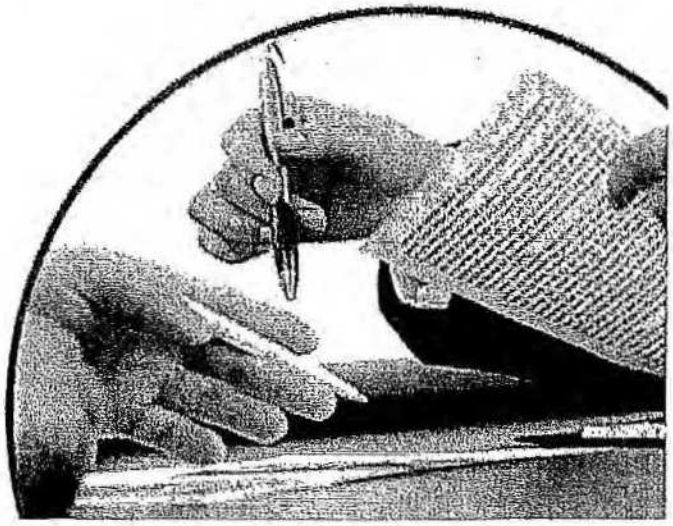
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PERSONAL LICENSING AGENT

Through a Brand Representation Licensing Program, World Patent Marketing works with you to enlist manufacturers (licensees) to produce, market, and sell approved products bearing your brand's name and logo. In exchange for the right to leverage your brand, manufacturers pay you a fee - typically a royalty, paid as a percentage of their wholesale revenue. Serving as your exclusive licensing agent, World Patent Marketing works in collaboration with your team to create and manage a customized brand licensing program — one that is tailored specifically to achieve your licensing objectives.

A Brand Representation Licensing Program managed by World Patent Marketing supports your company's marketing communications program by:

- Building your brand
- Protecting your trademarks
- Generating incremental revenue



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EXHIBIT A

US DESIGN PATENT	US UTILITY PATENT
☐ $8,995.00	☐ $11,995.00

US BUSINESS METHOD PATENT	US COMBINATION (US Utility Patent & US design Patent)
☐ $14,995.00	☐ $16,995.00

INTERCONTINENTAL PATENT (US Comprehensive, PCT, Trademark & Copyright)
☒ $34,995.00

MULTI-NATIONAL PATENT (US Comprehensive, PCT, European Union, Trademark & Copyright)
☐ $49,995.00

GLOBAL PATENT (US Comprehensive, PCT, European Union, China Invention Patent, Trademark & Copyright)
☐ $64,995.00

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Payment Form #5 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): _____

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

☐ Check By Phone

Account Number: _____ Routing Number: _____

Bank Name: _____ Name On Account: _____

☐ I am enclosing my check / money order in the amount of: $_____

☐ Paypal: Send Payments to *paypal@worldpatentmarketing.com*

☐ Wire Transfer: *Call 888-926-8174 for instructions*

☒ By Debit/Credit Card (American Express, VISA, Mastercard, Discover)

To pay by credit or debit card securely. Go to www.worldpatentmarketing.com/payments

Authorized Signature (Inventor): _____

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EXHIBIT G2

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PATENT PROTECTION AND PUBLICITY COMMITMENT

THIS AGREEMENT, entered into and effective as of the day of 8/1/2015 ("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and Crystal Carlson located at 581 W. Harding Ave, Coolidge, AZ 85128

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the Baby Seat Hanging System (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/ or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and in consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree, that the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

1. Appointment of WPM.

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

2. Disclosure

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

3. Registration

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fullfilled its obligation under this agreement.

4. Plan Fee.

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.

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5. Title.

Title to the Inventions will be and shall remain vested with the Inventor.

6. Warranty and Indemnity

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM. Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

7. Confidentiality.

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

8. Relationship of Parties.

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.

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9. Amendments and Waivers.

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

10. Successors and Assigns.

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

11. Notices.

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or; if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram .in every case addressed to the party to be notified as follows:

TO WPM:
DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING
228 Park Avenue South, Suite 35652
New York, New York 10003

TO INVENTOR:
As Stated Above

12. Remedies.

It is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.

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13. Termination.

In the event of a violation of any term or condition of this Agreement by the INVENTOR or WPM, WPM or Inventor may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

14. Further Assurances.

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

15. Limitation of Liability

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without littigations, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

16. Definitions.

For purposes of this Agreement, the following words and expressions have the following meanings:

16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business, operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.

16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.

16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.

16.4. "US Dollars" means the currency of the United States of America.

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EXHIBIT H

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World Patent Marketing Extortion Scandal – CEO Scott Cooper Fights Back

Oct 7, 2015 By Joanne McKenzie — Leave a Comment

World Patent Marketing, CEO Scott Cooper Fights Back



CEO Scott Cooper fights back.

As if World Patent Marketing CEO Scott J. Cooper didn't have enough to do. He returned home this week from what was supposed to be a pleasant family yacht trip in the Bahamas. Of course within a few days, Hurricane Joaquin showed up. As the vessel raced to Nassau to avoid the 100 mile per hour winds, an engine failed. Luckily, Captain Kiko was able to navigate the vessel to safe harbor on the single engine. As they waited out Hurricane Joaquin, Cooper's biggest problem that day was a slow internet speed.

As he returned home and stepped off the private jet, he was greeted with an email from his attorney that the extortion and blackmail scheme against him and World Patent Marketing is not

Chat now

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Case 1:16-cv-09828 Document 1-11 Filed 12/21/16 Page 3 of 8

over. Back in August, an ex-employee of Cooper's highly successful mortgage banking business, requested a job at World Patent Marketing. We will call this ex-employee "Rudy." Cooper ignored the request, knowing that Rudy has been in and out of trouble since the collapse of the mortgage industry. Within a few weeks, Rudy demanded $200,000 in 48 hours or else he would smear the company's reputation on the internet. Cooper initially ignored him, knowing that Rudy had a history of substance abuse and he figured it would pass.

The extortion and blackmail plot then thickened. He started to threaten high ranking members of the World Patent Marketing Advisory Board, including Former US Attorney, Matthew Whitaker, and Former Karate Champion and Director of Security Risk Management Moti Horenstein.

Cooper then called upon famous New York attorney, Eric Creizman. Creizman is known as one of the top ten lawyers in New York and is famous for his courtroom performances. Despite Rudy's tactics to evade being served by Cooper's investigators, the judge ordered an injunction banning Rudy from slandering the company.



Scott Cooper hired ex-commando Horenstein for security

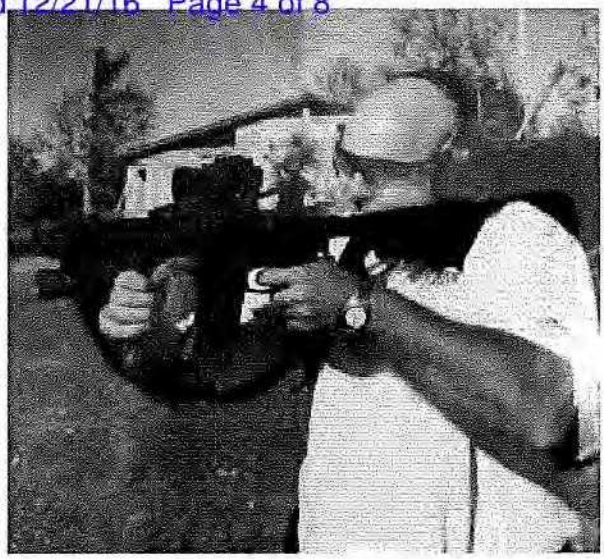
Cooper thought the matter was over and he could get back to business. "I figured he would crawl back under the rock he came out of," said Cooper. "I knew the guy had financial problems. His ex-wife told the investigators that he wasn't even paying child support for his children and I knew he was already being investigated for some other nonsense. I figured he was desperate. He is not a worthy opponent. I really didn't need the aggravation though."

Shockingly, Rudy just recently started to carry out his threats. He started posting fake negative reviews pretending to be an unhappy customer. "I understand that this man has issues," said Cooper. "He is extremely disturbed. Recently he has become delusional and desperate. He seems to be totally detached from reality, perhaps due to fear and drug use. His demands have become more bizarre and ludicrous over time. We don't have time to deal with an extortion scandal. At this point, we have no choice but to take hard hitting action, to protect ourselves and our clients."

Cooper and his attorneys will be considering all legal options including contacting law enforcement. "Its an interesting crime that he committed. It's called Cyberstalking and Cyberharrassment. I didn't know much about it. Quite frankly, I am obsessed with keeping my clients happy. I never had to deal with an idiot like this," said Cooper. "But I may actually enjoy putting this guy where he belongs – behind bars."

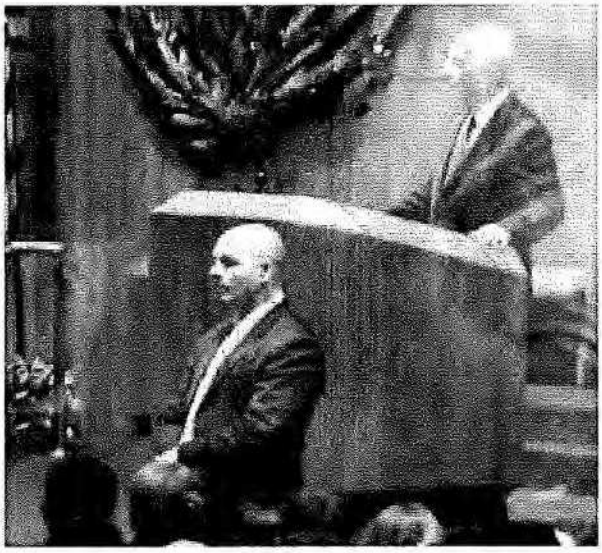
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World Patent Marketing CEO Scott Cooper Keeps Security Force Close



Member of the World Patent Marketing Security Team

Cooper is no stranger to danger. He has been forced to take measures to protect the World Patent Marketing Staff. The headquarters offices are heavily protected, with bio-metric scanners for entry, extensive video surveillance, and extensive background checks for all individuals admitted into the building. "We work on lots of different ideas. Some of them are potential game changers and threaten the status quo," said Cooper. "We see ideas every day that can change the world in the fields of energy, medicine and communications. "



Member of the WPM security team, guarding Prime Minister.

Cooper has even taken the unprecedented step of hiring a World Patent Marketing Security Force, made up of former Israeli commandos that previously protected the Prime Minister of Israel. Led by Moti Horenstein, World Patent Marketing executives all over the world have been forced to surround themselves with security forces 24/7 in order to ensure personal safety from outside threats.

"The time has come to hit back," said Cooper. "This isn't just about a jealous guy bothering me any more. It's more than a simple extortion scandal. He is attacking World Patent Marketing. I'm not going to let a pathetic individual like Rudy stand in the way of our clients' success. It isn't going to happen. This guy just bought himself jail time. We have a formidable team here, and we are going to hit him with everything we have."

Check out World Patent Marketing on Youtube.

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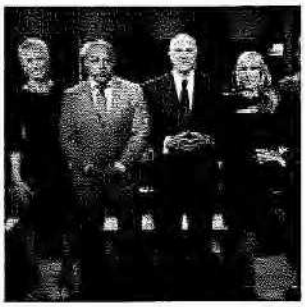
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SHARK TANK



Inventor Takeaways from Successful Shark Tank Companies

May 29, 2015 By Scott J. Cooper — Leave a Comment

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Ponytails to be Worn Through Expressive Hat Invention

Dec 5, 2016 By Kelly Davis

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CONTACT

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139
Phone: . 888 926 8174
Fax: 888 689 2485
Email: info@worldpatentmarketing.com

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EXHIBIT I

AMERICAN OVERSIGHT

Gmail (b) (6)

Response to your letter

Scott Cooper <scott@worldpatentmarketing.com> Thu, Apr 7, 2016 at 10:19 AM
To: (b) (6)
Cc: advisoryboard@worldpatentmarketing.com, litigation@worldpatentmarketing.com

(b) (6)

I received your letter today. I am a little surprised. It's the first time I have received a letter like this for a product concept that I approved for licensing and manufacturing. I guess I know why I never heard back from you on our offer to participate in our Regional Product Launch this summer. I thought you would be thrilled. First time for everything I guess. I must assume you already got your product licensed and manufactured and that is great news -- or you are getting some really bad advice.

I understand the legal process can at times be confusing and irritating. I am not an attorney and I am not giving you legal advice but the information you put on paper does not seem to be correct. In addition to patent assistance services, we engineer, license manufacture and retail products. I must tell you that you are getting some pretty lousy legal and business advice. Whoever is grouping us in with invention promotion companies does not know the first thing about our vertically integrated business model and potentially cost you a licensing deal – something most inventors only dream of. It is a shame that your current strategy is not as good as your idea. We happen to have some pretty jealous competitors so I hope you did not fall into that trap. I imagine you are aware of who is on our advisory board. I am sending copies of your email and my response to all of them. Do you think all these powerful and influential people would join forces with me if what you said were true? We have former US Attorneys, members of President Obama's advisory council, military generals, famous doctors. Think about it. Now think about the person who advised you on this letter. I am curious as to their education, qualifications and success in life.

I have over 20 new products set for release before this summer in a nationwide television advertising campaign. It is a shame that yours will not be one of them.

Give me a few days to look over the information you sent. My company's business model is sound and has been blessed by some of the smartest attorneys in the United States. I invite you to file complaints with all those agencies. I can give you a few more names if you want to attempt a more thorough attack on our reputation. If I refund any amount of money, it will be because we made some sort of error on your file and I believe in admitting my mistakes -- not because of your threats. There is a reason we have such a strong reputation in the marketplace. Also please be advised that I do not back down from challenges and respond swiftly and proportionately to threats.

I would be happy to sit down with you and discuss this if you are in Miami or we can have a skype or telephone call. I would like to understand what led us to this point. I must say that this has never happened to me. Do you actually understand what is going on? You were close to the finish line and you just jeopardized your own success. Strange.

Please send me copies of the correspondence so I can review.

Scott J. Cooper

CEO and Creative Director

AMERICAN OVERSIGHT

World Patent Marketing

1680 Meridian Avenue, Suite 600

Miami Beach, Florida 33139

(305) 330-9199 Direct

(888) 926-8174 ext 212

(305) 503-5458 fax

888 926 8174 888 689 2485

1680 MERIDIAN AVE, SUITE 600, MIAMI BEACH, FL 33139

WORLD PATENT MARKETING

WE'VE EARNED YOUR TRUST!

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FTC-18-0836-B-001028

Gmail by Google

(b) (6)

(no subject)

3 messages

(b) (6) Sun, Apr 19, 2015 at 9:10 PM
To: Scott Cooper <scott@worldpatentmarketing.com>

Scott,
Can you please let me know what is going on now? I filled a extension on our taxes because we put this money owed toward your company. We thought by what your guys told me we would have payment back by now. I desperately need to make a move. Either you're a legitimate business or I need to talk to the district Attorney's office. We spoke the other day and you were to call Ken and I should never had spent another $4,000 for the prototype. Now you claiming so other ideas. I need return of investment. (b) has been in this business for a very long time and he said no way are you that busy to where you can't take care of a customer with the investment I have made. This is my last attempt to make peace with you and world patent marketing. Just because my husband and I have great careers does not mean you have the right to take advantage of us. You have so much money to rent yachts then you can make this happen or refund me immediately. I'm so sick and tired of your excuses and explanations. I am to the point of not believing a damn thing that comes out of your mouth. I called (b) sent you home s information and you said you were going to call but no instead you change the plans again.
(b) (6)

Sent from my IPhone

Scott Cooper <scott@worldpatentmarketing.com> Mon, Apr 20, 2015 at 2:22 AM
To: (b) (6)
Cc: Bernard Egozi <begozi@egozilaw.com>, Cattya Bella <cattya@worldpatentmarketing.com>

I did not change the plan again - I am happy call him but I had other priorities towards the end of the week

We can talk today but I am getting SICK and TIRED of your bi-polar behavior

I suggest you remove any negative post from the Internet or not only will I stop working on your project, I will initiate a lawsuit against you this week for trying to damage my company reputation through defamation libel and slander

I have also copied our corporate counsel on this email

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my IPhone
[Quoted text hidden]

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Gmail by Google

(b) (6)

Spoken Like A True Professional

7 messages

(b) (6) Mon, Apr 20, 2015 at 10:11 AM
To: Scott Cooper <scott@worldpatentmarketing.com>

Scott,
You speak as professional and intelligent as I figured you to be. I have tried to work with you and I no longer want to have any dealings with you or your business. I will only speak the truth about you Scott and World Patent Marketing.
(b) (6)

Scott Cooper <scott@worldpatentmarketing.com> Mon, Apr 20, 2015 at 10:13 AM
To: (b) (6)

If I do not hear from you in 30 minutes, I am handing the matter over to my attorney. Your patent will be the least of your problems.

Scott J. Cooper

CEO & Creative Director

(305) 330-9199 Direct

(888) 926-8174 ext 212

(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

(b) (6)

Sent: Monday, April 20, 2015 1:11 PM

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Gmail by Google

(b) (6)

(no subject)

2 messages

(b) (6) Sun, Apr 19, 2015 at 10:01 PM
To: Scott Cooper <scott@worldpatentmarketing.com>

This is the same exact crap you have been telling me!!! I am just beginning to research you and I will not stop! I AM SO SICK AND TIRED OF THIS BULL! I need to pay my damn taxes and you are renting yachts with my money and whoever else you have ripped off!!!!

During the onsite interview, Mr. Cooper was asked to describe a situation where a client was not satisfied with the level of service they received. Mr. Cooper explained that because of their rapid growth his company has struggled with keeping up with the customer service demands, "If we have a customer who is unsatisfied it is usually a customer service issue. The company is growing very very quickly, and sometimes it's hard to keep up with the demand. We're appearing on History Channel this month, we have a lot of media events, and sometimes the phone keeps ringing off the hook and nobody can take it." Mr. Cooper assured us that they are continually hiring people to keep up with the demand, as well as taking initiative it making sure future and current clients are able to have the best experience possible. One way in which they are achieving this is through the implementation of direct contact with Mr. Copper, "one thing that we're working on is putting something on our website that says 'e-mail our president'." This will give clients an avenue to address their problems immediately within the company. Mr. Cooper informed us that any client who is upset will be dealing directly with him, this option provided on the internet will simply make that interaction easier for the customer.

When asked to comment on complaints posted on Ripoff Report's website Mr. Cooper informed us that he believes the comments are false and were posted by a competitor. He then went on to assure future and current clients that their ideas and money are safe with World Patent Marketing. Mr. Copper believes this can be shown through their many accreditations, "we have a 5 star rating with consumer affairs, of all the companies in our industry we are the only ones to have an A rating with the BBB." Their accreditations also include a five star review rating from Google, Trustpilot, Shopper Approved, Customer Lobby, and Reseller Ratings.

When asked what type of changes they have made to honor their commitment to make things right with the customer per the request of Ripoff Report, Mr. Cooper again stressed the value he places in dealing with customer service complaints through the 'e-mail the president' button.

World Patent Marketing is pleased to be a part of Ripoff Reports Corporate Advocacy Business Remediation and Customer Satisfaction Program. Mr. Cooper further explains by stating, "In today's age our reputation is everything in business especially with the internet. So if you have a bad reputation online—you're done. We work very hard to keep our communication intact. We are going to do whatever we have to do to address our complaints, and show our commitment to customer service."

Scott Cooper <scott@worldpatentmarketing.com> Mon, Apr 20, 2015 at 2:14 AM
To: RN AKA MOM <wmjandgwj@gmail.com>

You should think about getting medical attention -I'm serious -

I am the one who said it - of course it's what i told you - it's true

Scott J. Cooper
CEO & Creative Director

AMERICAN OVERSIGHT

To: scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 9/8/2016 10:54:45 PM
Subject: Fwd: New message via your website, from jeffclarke363@yahoo.con

Just forwarding this along. I hope all is well. MGW

-------- Original message --------
From: info@factdc.org
Date: 9/8/16 3:41 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: FWD: New message via your website, from (b)(6) @yahoo.con

This message is not FACT related, but for you.

--------- Original Message ---------
Subject: New message via your website, from (b)(6) @yahoo.con
From: no-reply@parastorage.com
Date: 9/7/16 2:07 pm
To: info@factdc.org

You have a new message:
Via: http://www.factdc.org/
Message Details:
Name (b)(6)
Subject world patent marketing
Message Dear Matthew can you get a message to scoot cooper you are on his advisory board but what you don't know is how many people were scammed by him and how fraudulent they are and how much money they robbed from people I am not happy and would love to meet him in person and show him how upset I am if I was aloud in you country I would find him myself so tell him to find me it would make so happy to drop kick his f#*king head in and tell him he is a little bitch and this is one person who is not scared of him God and the devil would quiver in fear of me and what I would do to him if I ever get my hands on him no disrespect to you have a good day thank you
Email (b)(6) @yahoo.con
Sent on: 7 September, 2016
Thank you!

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